

LIFE

GAY SCHOOLTIME MEMORIES

LIFE'S OWN YEARBOOK FOR A SENIOR CLASS

5,000 MILES ACROSS AMERICA BY CANOE

ONLY LOSING CAN RELAX ELFRIDA



HEMPSTEAD
SENIORS SEE
THEMSELVES

JUNE 23, 1958 **25** CENTS

"Any corn flakes go over big with me...
as long as they're
Post Toasties"



Seems like they just don't make bowls big enough for Post Toasties corn flakes. Maybe it's that nice sweet corn flavor. Pour yourself a bowlful—you'll love 'em!



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

Wonderful Dial Soap!

Stops odor before it starts. Stops odor
all over, all day long. For Dial's exclusive deodorant ingredient
destroys odor-causing bacteria. Keeps you fresh
hour after hour after hour. Wonderful Dial!

Aren't you
glad you use
Dial Soap!



(don't you wish everybody did?)

The vicuña and Mr. Adams

20

Sherman Adams, fluent spokesman for Administration integrity, stands accused of accepting hotel hospitality and other favors (including a vicuña coat) from tycoon Bernard Goldfine.



SHERMAN ADAMS

Long pull by paddle

60

Four young men cross America by canoe (5,000 miles), paddling and portaging all the way from Colorado to Maine. They report their saga in 10 pages of color photographs.



CANOEIST

Woes of a big winner

71

Becoming rich is a lot easier for Elfrida von Nardroff than being relaxed, and the television champion can have only one way out. LIFE's story tells what it is.



ELFRIDA VON NARDROFF

Gay schooltime memories

87

Offering its own yearbook for a graduating high school class, LIFE shows all the gaiety and excitement, the sentiment and shenanigans that seniors love to remember.

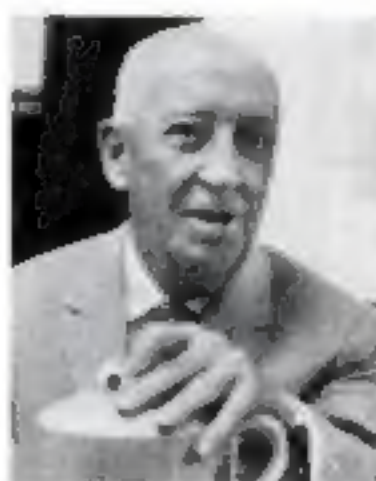


YEARBOOK READER

Microcosm of world trade

96

An Ohio town suffering from foreign trade finds it benefits from it even more: an article by Roy Rowan, TIME-LIFE's Chicago Bureau chief, and by George Bookman, New York correspondent.



TRADE DEBATER

COVER

Sitting on steps outside school auditorium, Hempstead High School seniors (from left to right) Bill Schiffer, Gary Beckwith, Jeanette Duggan, Charles Banks and Lynda Drum laugh at familiar faces in the *Colonial*, their school yearbook (see pp. 87-95)

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QUS4-89D-LB99



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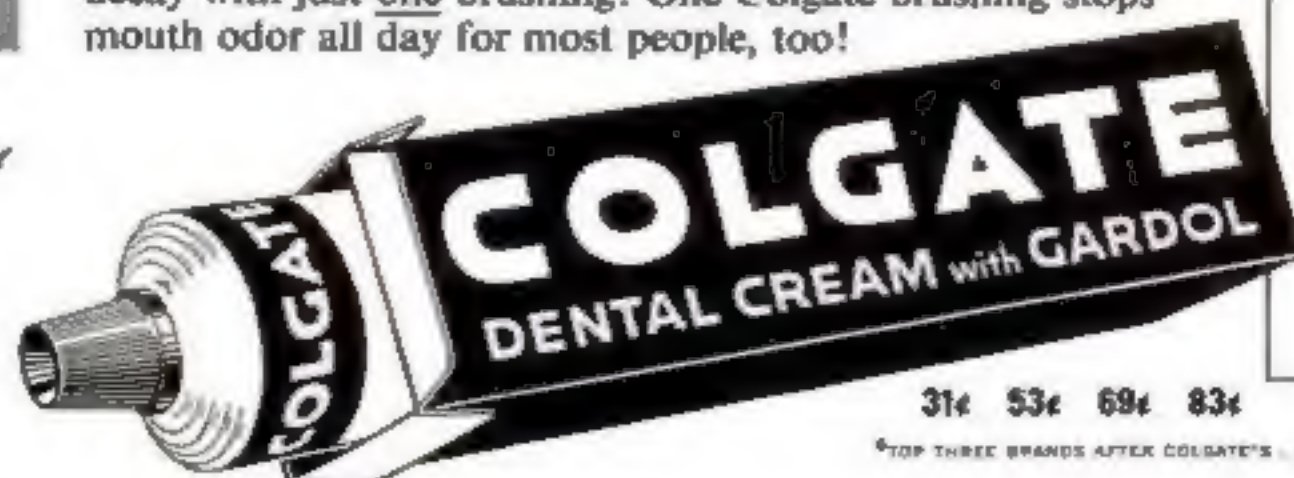
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Westinghouse Electric Corp., Columbus, Ohio



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Frost-Free Auto-Defrost Refrigerator has Glide-out Shelves that adjust to 12 positions, that glow at sides to floodlight interior.



New Cube Server showers down non-stick cubes into a large serving basket. Lets you keep up to six trays on hand for quick and convenient serving.

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SPEAKING OF PICTURES

Sights at Stop Lights



CURLING HER LASHES while waiting for traffic light to change, woman driver frowns at camera.

When their massive, high-speed traffic grinds to a halt for a stop light, Los Angeles motorists take a few seconds off for themselves. One day last spring Photographer Russell Halford, stopped by a signal, took a moment to turn a professional eye on his waiting fellow motorists. "It was an amazing experience," he said. "All I had ever noticed about traffic were the crowds of automobiles, but suddenly individual people seemed to pop into view from the cars all around me, and they were doing everything under the sun. Then the light changed, the rush of automobiles began again and the people seemed to disappear, until the halt at the next stop light. By that time I was already taking pictures."

For two months Halford took pictures from his car and with a telephoto lens set up on the sidewalks to get these intimate human vignettes snatched from one of the most formidable, anonymous flows of traffic in the world.



MAN-SIZED STRETCH reaches through open sunroof and side window of pint-sized Volkswagen.

PIECE OF MIND is given driver by woman who takes advantage of wait at the stop light to speak up.



SEEING BLONDE WITH CIGARET BUT NO LIGHT.





MAN IN NEXT CAR AT STOP SIGNAL MAKES A SMILING OFFER. "I DON'T KNOW WHAT CAME OF IT," SAID HALFORD, "BUT IT WAS A NICE MOMENT IN LIFE"



OVERHEATED DRIVER rises out of confines of squat sports car to get room to strip off jacket.

CHANGING SEATS the hard way, a couple leaps from car, races around rear to reach opposite sides before the light changes. Photographer couldn't figure out why one of them didn't move across seat.

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Vacation or Vocation...
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AC Spark Plugs are marine engineered for outboard or inboard use. They're rust-proofed to prevent corrosion and they're packaged in AC's new water-proofed "Spare-Pac" to stay factory-fresh. The exclusive AC "Hot Tip" heats up fast to burn away combustion deposits as soon as they form... stays clean longer. So, for faster starting, smoother performance and greater economy, install AC Marine Spark Plugs in your outboard or inboard motor. Get new AC "Hot Tips" from your nearby AC Supplier.

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relief for hours! Greaseless, stainless. At
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Surprise your taste with these 6 bone-chilling drink ideas from Canada Dry



GINGER ALE HIGHBALL: Over ice, pour your favorite liquor (1½-2 oz.), brighten flavor with Canada Dry Ginger Ale. Not sugary sweet!



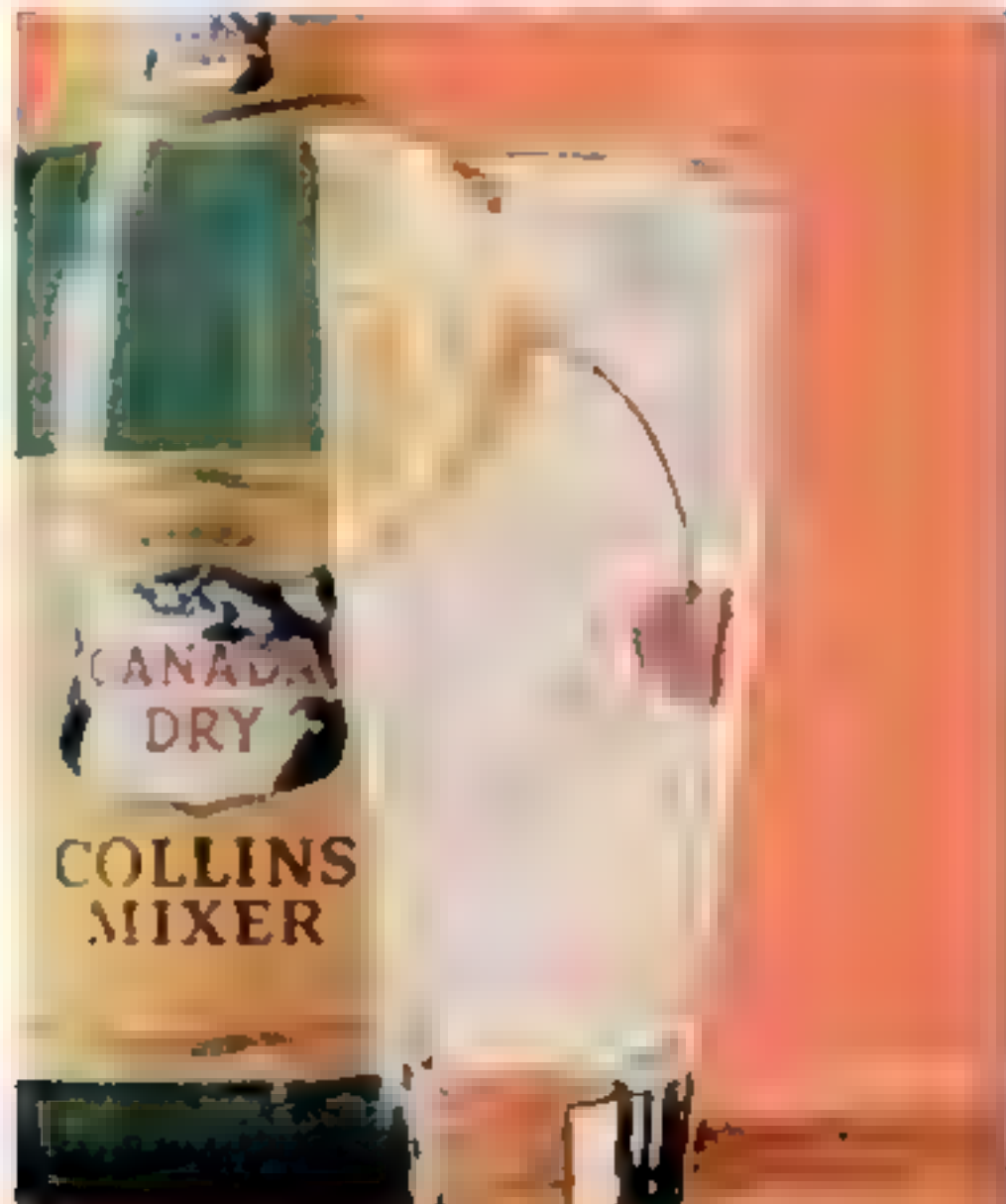
GIN & TONIC: 4 ice cubes, 2 oz. Gin, top with Canada Dry Quinine Water. Tonic has a unique Glacier-Blue color that looks bone-chilling!



RUM & TONIC: 3 ice cubes, 1½ oz. Rum, flavor with Canada Dry Quinine Water. Exclusive "Pin-Point Carbonation" keeps drinks livelier!



VODKA & TONIC: ½ glass crushed ice, 2 oz. Vodka, augment with Canada Dry Quinine Water. Tonic has a captivating dry, bitter-sweet flavor.

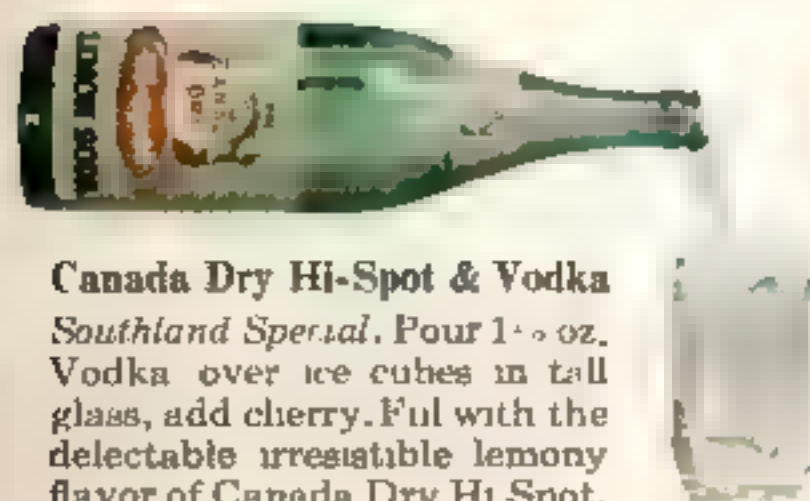


RUM COLLINS: Place 4 ice cubes in a tall glass. Add 2 oz. Rum, fill with Canada Dry Collins Mix. This mixer has everything in it.

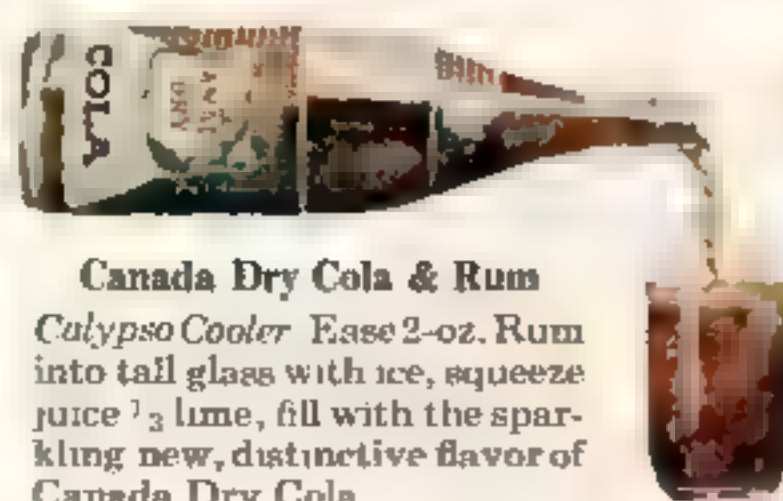


SCOTCH & SODA: 2 oz. Scotch over cracked ice, fill with sparkling Canada Dry Club Soda. Makes a very cool, light, warm-weather drink.

3 More New Coolers with Canada Dry Mixers



Canada Dry Hi-Spot & Vodka Southland Special. Pour 1½ oz. Vodka over ice cubes in tall glass, add cherry. Ful with the delectable irresistible lemony flavor of Canada Dry Hi-Spot.



Canada Dry Cola & Rum Calypso Cooler Ease 2-oz. Rum into tall glass with ice, squeeze juice ½ lime, fill with the sparkling new, distinctive flavor of Canada Dry Cola.



Canada Dry Grapefruit & Gin Tropical Twister. Into a 10-oz. glass shoot 3 dashes bitters, add 1½ oz. gin, 3 crystal clear ice cubes, fill with tangy, bracing Canada Dry Grapefruit.



Canada Dry makes 7 other world-famous mixers!

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LETTERS TO THE EDITORS

A COVETED CUP

Sirs: As a small boat crewman and skipper I was delighted with George Silk's beautiful and exciting pictures of *Vim* ("Sailing Beauty Set for Cup Try-outs," LIFE, June 2) and Maitland Edey's wonderful, wonderful story on the history of the America Cup ("The Founding Past of a Coveted Cup").

JOSEPH ANDRIOLA
Atascadero, Calif.

Sirs: The pictures aboard *Vim* so vividly captured the sailing atmosphere I almost fell overboard. Three and one-half cheers to LIFE!

MICKEY OCHS
Annapolis, Md.


Sirs: You say that *America* was the first yacht to make a transatlantic crossing, in 1850. How about *Cleopatra's Barge*, the lavish 83-foot brig owned by George Crowninshield Jr. of Salem, Mass.? She made her maiden voyage to the Mediterranean in 1817.

H. D. MONTGOMERY
Rye, N. Y.



● Crowninshield, son of a wealthy merchant, spent \$50,000 on *Cleopatra's Barge* but died soon after his ocean crossing. His *Barge* was sold and sailed around the Horn to Hawaii where it was traded to the playboy King Liholho for \$90,000 worth of sandalwood. The boat carried Liholho's harem from island to island until it went aground and sank in 1824.—ED.

LIFE 345 N. Michigan Ave., Chicago 11, Ill.



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Sirs: You describe *Reliance* as "the largest and most beautiful single-masted yacht ever built. . . . 144 feet long . . . 16,160 feet of working sail." As a newcomer to the thrills of yachting, I am intrigued. Her picture, please.

GLENN FRIEDT JR.
Detroit, Mich.



YACHT 'RELIANCE'

CRISIS IN SKY

Sirs: Many commercial pilots believe the airways belong to them alone ("Crisis in Sky: Congested Air and Collision," LIFE, June 2). There appear to be some who rarely turn to avoid another aircraft, and who hastily report anyone who comes near them. You can compare this situation to the highways where some bus drivers act as if they have the right of way over all other traffic. They assume the right of way in order to meet the company schedule.

MAJOR JAMES R. NELSON, USAF
Patrick Air Force Base, Fla.

Sirs: Ask any business or private pilot if he doesn't have enough room to fly in. Some of the airline and military pilots who don't look will never have enough room.

ELI CHAUBART
Chicago, Ill.

RELIGION

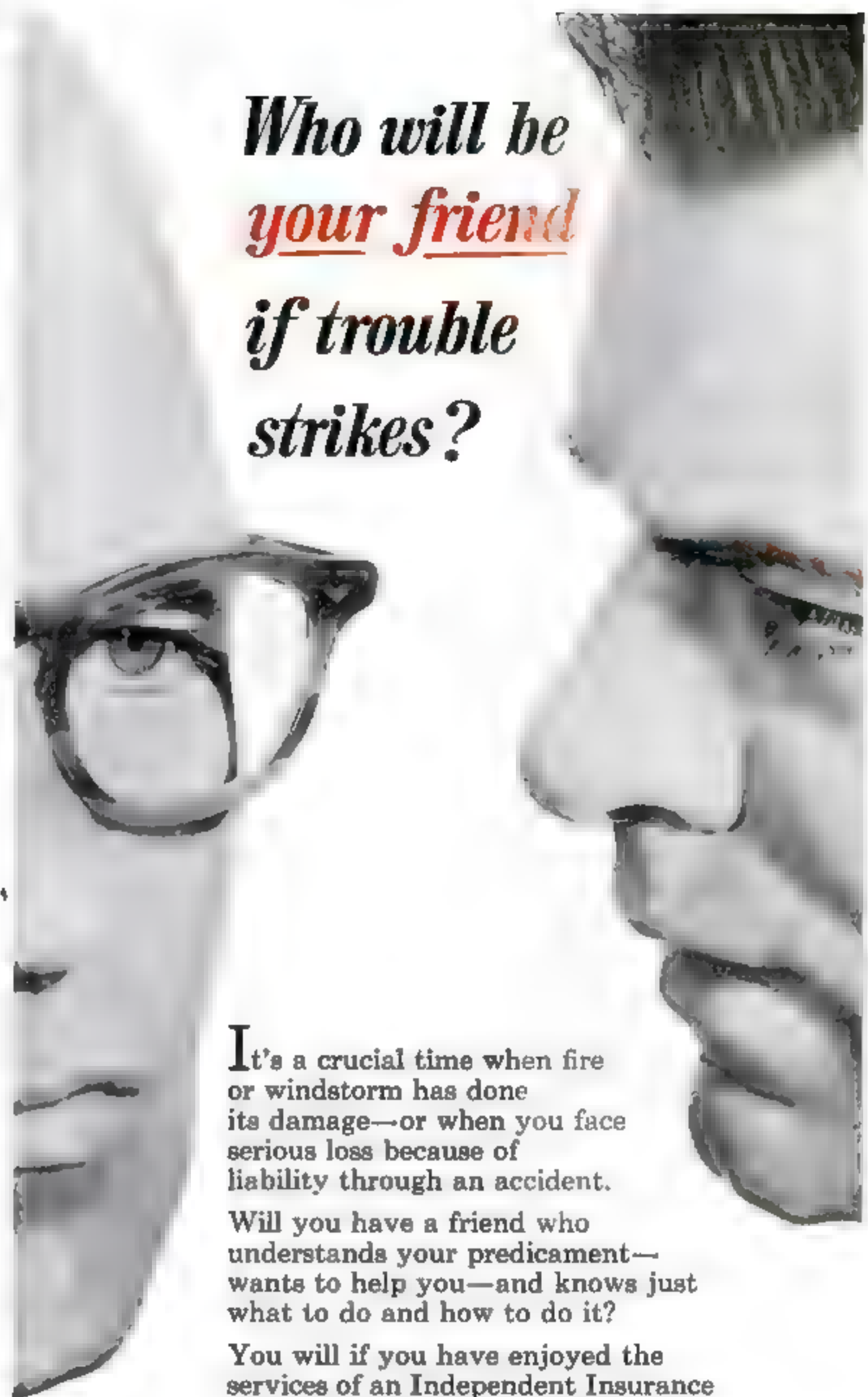
Sirs: Your distortion of the facts in "A Catholic Seals In a Protestant" (LIFE, June 2) elevates the case from an unimportant tiff between two hot-headed people to an instance of religious persecution between two large church organizations.

The article states, "To stop him she took a drastic step. She hired masons to brick in his apartment door and sealed him up inside. Mrs. Rasile had exclusive rights to the stairway." The deed of sale for the ground-floor apartment in which Mrs. Rasile lived provided there should be no passageway to the second floor. Mrs. Rasile attempted to close off the passageway in 1951. Mr. Righetti moved into the building in 1954.

RICHARD E. O'BRIEN
Jefferson City, Mo.

● Mrs. Rasile had been trying for several years to establish her legal right to wall up the doorway. Finally a court order ruled for Mrs. Rasile and, strongly urged by Catholics who resented Protestant Pastor Righetti's activities, she moved with haste to carry out the order.—ED.

CONTINUED



Who will be
your friend
if trouble
strikes?

It's a crucial time when fire or windstorm has done its damage—or when you face serious loss because of liability through an accident.

Will you have a friend who understands your predicament—wants to help you—and knows just what to do and how to do it?

You will if you have enjoyed the services of an Independent Insurance Agent. For then your protection will have been carefully planned by a specialist who is a friend and neighbor right in your own community.

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Kellogg's Special K- the perfect protein partner for milk

More high-quality protein than any other leading cereal — that's what Kellogg's Special K with milk gives you! The facts are right on the back of the package. Mighty interesting reading.

Then, too, you'll find the flavor to your satisfaction. Any cereal that goes like this (millions eat it up every day) has got to be pretty tasty. More than a flake, more than a puff, it comes in a new form all its own.

Pick up the package with the big red K on the front and all the protein inside. Try it. We think you'll come back for more.

Kellogg's OF BATTLE CREEK



Going on a diet? A serving of Special K (1 oz.) contains only 105 calories. Fits beautifully in low-fat, low-calorie diets.



Handi-Pak now at your grocer's. A personal portion of Special K in each package. Eight convenient "individuals" in every Handi Pak.



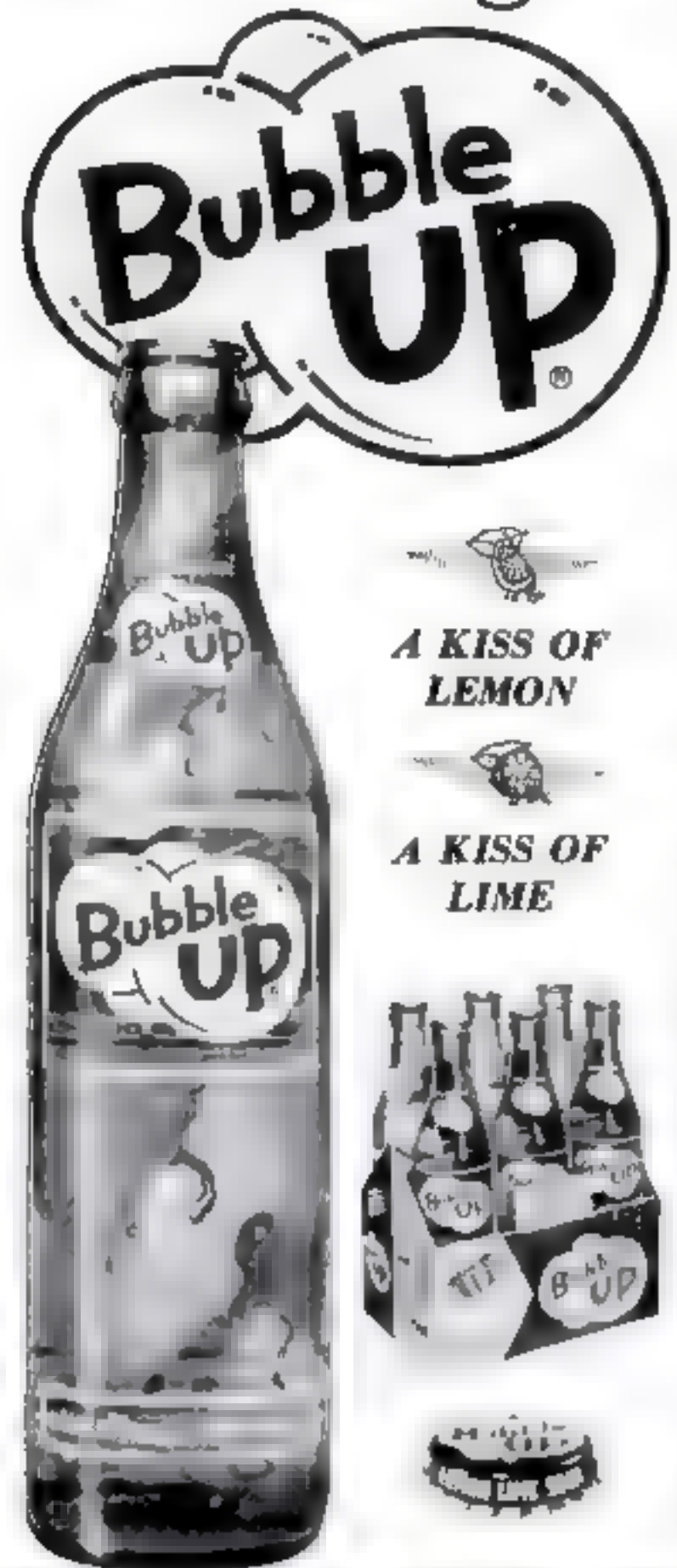
Teen-agers need protein to keep active. They get it in Special K for breakfast. Appealing flavor wakes up lagging appetites.

SPECIAL K IS ESPECIALLY MADE TO TEAM UP WITH MILK



The chart shows how the eight (8) essential protein components of milk and Special K fit together to form a biologically complete protein—the kind that builds, maintains and repairs body tissues!

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LETTERS TO THE EDITORS

CONTINUED

GATHERING OF GOVERNORS

Sirs,

You did an injustice to New Jersey's Helen Meyner by calling Lucille Clement of Tennessee "prettiest first lady" ("Gay Gathering of Governors," LIFE, June 2).

Both are entirely different types and each of striking looks.

ANNELESE VAN WIEN
East Orange, N.J.

Sirs,

For my money, Helen Meyner.
BILL MATIS
Cedar Rapids, Iowa

Sirs,

At the governors' conference in Miami Beach LIFE shows Mrs. Clement of Tennessee reading the palm of Mrs. Harriman of New York. Perhaps Mrs. Harriman got the message, but the readers didn't.

D. R. HOLCOMBE
Englewood, N.J.

• Mrs. Clement, an amateur palmist, says she told Mrs. Harriman that she had strong head, heart and life lines—ED

CLOSE-UP

Sirs:

How long would Abraham Lincoln have put up with such a self-righteous man as Benson ("Farmers Like a Man Who Stands by His Convictions," LIFE, June 2)?

And Benson plans to visit Russia in July? Now that Bob Hope has broken the ice with the Russians, Benson must go over and freeze it again!

CARL PORTZ
Newenmerstown, Ohio

TWO EXPERTS ON RECESSION

Sirs:

LIFE has performed an excellent service by publishing Ralph J. Cordner's challenge to American businessmen on the recession ("Two Experts Tell You What To Do about the Recession," LIFE, June 2).

We cannot rely on a "let's wait and see what Washington will do" attitude. Businessmen have the knowledge, wherewithal and creative ability to develop positive programs to reverse the downward economic trend.

ELMER L. WINTER
Milwaukee, Wis.

CONTINUED

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FROM NOW ON WOMEN SAY "DEODORANT" MEN SAY TRIG.



Now! A man's way to check perspiration odor — no mess, no trickle, no crumbling!

Mister, don't miss this one. It's for men—the scent, the color, the works. Trig rolls on, quick and easy. Trig goes straight to work—underarm hair can't block it. Trig works a full 24 hours. Remember this: Women say "deodorant"... men say Trig.



ANOTHER FINE PRODUCT OF BRISTOL MYERS



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Millions choose ranch-born, rodeo-bred Lee Riders because of their genuine western style and fit!

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LEESURES: FASHION FAVORITE CLOTHES BY LEE. COPYRIGHT 1956

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Mr. Ralph Cordiner stopped just as he was ready to make his point.

Labor has the largest amount of marketable merchandise on the market today. Five million employables is a lot of people out of jobs. Any good and wide-awake businessman finding himself overstocked with goods would put on a sale offering his goods at an attractive price that would move the oversupply.

Labor has enjoyed top employment and top wages for a number of years. Labor should put on a sale. THE REVEREND FLOYD CARTWRIGHT Danville, Va.

Sirs:

Sylvia Porter's column, "What to Do about the Recession," is particularly commendable. You have not exaggerated her keen knowledge of financial matters.

THOMAS W. ARMITAGE
New York, N.Y.

Sirs:

Sylvia Porter is the victim of two fallacies: that the government can buy a country out of a recession; that the individual can protect himself by borrowing money and buying at inflated prices.

ROBERT C. BROOKS
Swarthmore, Pa.

SPEAKING OF PICTURES

Sirs:

I fail to see anything funny in throwing meringue pies and buckets of water at someone's face showing through a hole in a wall ("Big Shots \$1 a Shot," LIFE, June 2).

In fact, I think it is a show of infantile, astute and vulgar behavior, unworthy of university students.

PIERRETTE B. POLLIN
Mont-Laurier, Que., Canada

Sirs:

It makes me happy to see that we will win the next war—barbarians conquered Rome.

TZE-KOONG WONG
Los Angeles, Calif.

TWO HITS IN NEW SETTINGS

Sirs:

The barber who carefully trimmed Van Cliburn's hair shouldn't have trimmed it so carefully ("Two Hits in New Settings," LIFE, June 2).

Mrs. J. H. MIMS
Jacksonville, Fla.

EDITORIAL

Sirs:

Your editorial ("Congress and the National Agenda," LIFE, June 2) on the present behavior of the Congress reminded me of an order given to me by my editor-in-chief, Robert W. Patterson, when I was writing editorials for the Chicago Tribune many, many years ago. He said:

"Keep two editorial titles standing. One is 'All Is Confusion in Washington.' The other is: 'Wanted in Washington: A Policy.'"

And then he said:

"On a dull day you can always write an editorial on either of those subjects."

Cheers for Washington, as it was, is, and ever will be.

WILLIAM HARD
Pleasantville, N.Y.



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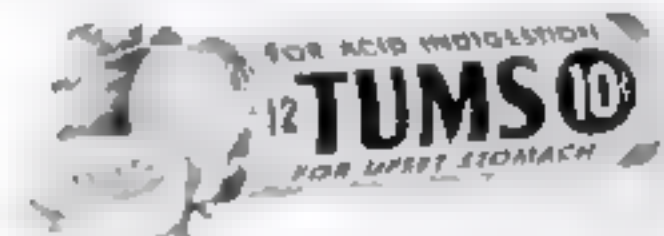
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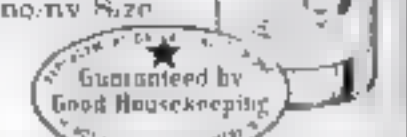


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Relieve dry, itching, irritated skin... with the lotion used daily over 4,000 HOSPITALS. Dermassage soothes, cools and heals your skin... helps you to feel relaxed, cool and comfortable... NOT GREASY CAN'T STAIN. At all drug stores.

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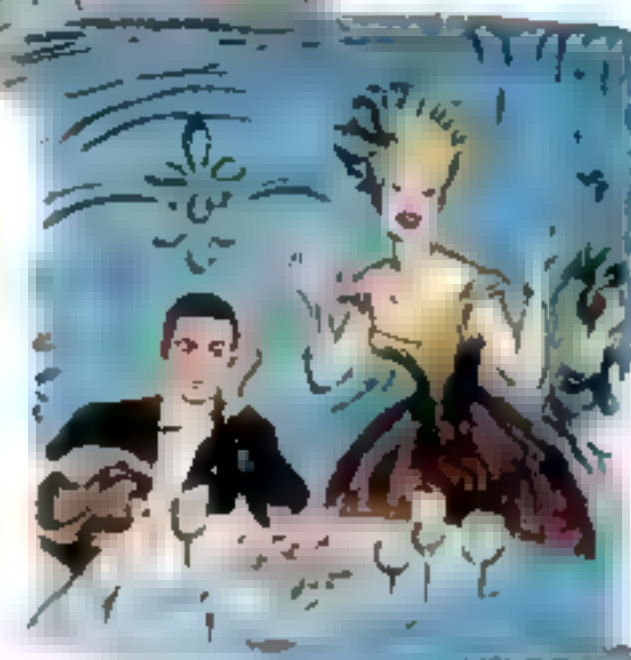


The first
Lerner-Loewe Musical
since
"My Fair Lady"
is on the screen!

The love story that
inspired the songs
you've been listening to...



"Thank Heaven
For Little Girls"



"She Is Not
Thinking Of Me!"



"The
Parisians"



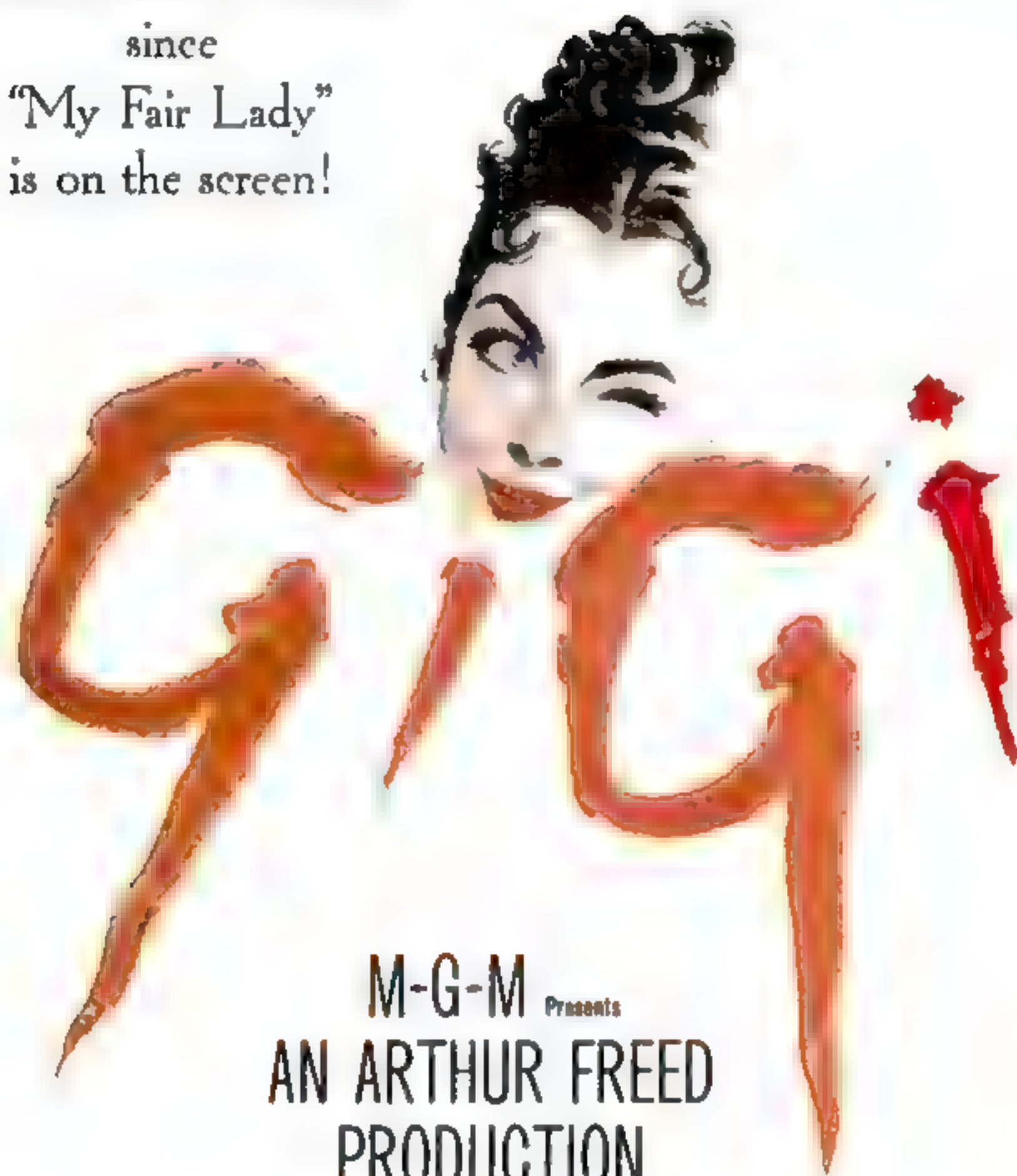
"Gigi"



"I'm Glad I'm Not
Young Anymore"



"The Night They
Invented Champagne"



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PRODUCTION

Starring

LESLIE CARON
MAURICE CHEVALIER
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HERMIONE GINGOLD • EVA GABOR
JACQUES BERGERAC • ISABEL JEANS
Screen Play and Lyrics by ALAN JAY LERNER • Music by FREDERICK LOEWE

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In CinemaScope
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Directed
by VINCENTE MINNELLI

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Archway Home style Cookies are perfect for picnics! A variety for every taste. Archway makes the old-fashioned goodness of fresh-baked cookies as convenient as your grocer's shelves! Look for Archway Cookies in sparkling, flavor-sealing cellophane now featured with "Perfect for Picnics" baked goods in supermarkets and grocery stores across the nation! Try 'em... they're good!



LOOK FOR "PERFECT FOR PICNICS" FEATURES IN YOUR GROCER'S BAKED GOODS SECTION

Home Office Battle Creek, Michigan — Canadian Office Toronto, Ontario



This summer millions of Americans will be itching for relief from skin irritations. But like these small, prickly heat victims, they'll find soothing comfort from itch and sting in a gentle baking soda bath (one cup soda in tub of water). The soda solution cleanses irritated pores, eases soreness of rashes and sunburn.

BITES, BURNS AND RASHES

Grandma's old stand-by, baking soda, is re-discovered as an effective treatment for summer skin irritations

Many an old remedy is being re-discovered by science as a modern treatment for man's ills. Last year, even Grandma's old reliable, baking soda, made medical news as an emergency plasma substitute for severe burn shock.

Grandma reached for the baking soda in so many first-aid emergencies. She didn't know why it worked—but it was safe, pure, and did the trick!

This summer—with science's nod—baking soda will be used for an arm-long list of skin problems: bug bites, poison ivy, heat rashes, sunburn.

For all-over relief from skin irritation, leading physicians are recommending daily alkaline baths. One cup of pure baking soda—either Cow Brand or Arm & Hammer—in a tub of water gives you the same kind of refreshing, relaxing alkaline bath you'd luxuriate in at health resorts and spas.



Insect bites—All common insects (i.e., mosquitoes, chiggers, bees) inject acid-poison into skin. Baking soda and water paste neutralizes acid, eases sting, itch.



Sunburn—A baking soda bath soothes and reduces burning soreness. Or on badly affected areas, apply a paste of soda and water, followed by wet cloths.



Chafed, itchy skin—Leading doctors recommend an alkaline bath—one cup of soda to tub of tepid water. It floats away sticky acid and dirt without rubbing. Cools, soothes, relaxes, doesn't dry out skin.



SUMMERTIME FIRST AID



When small-fry come in, hot, cross and all played out, a cooling baking soda bath before dinner or bed calms them down quickly! Gentle and soothing, it works like a charm on babies' diaper rash, too.

LIFE

Vol. 44, No. 25 June 23, 1958





THE VICUÑA, NATIVE OF PERU

THE GREAT VICUÑA COAT TALE

A vicuña, the fawn-sized animal shown above, last week became the symbol of a profoundly serious set of charges, the worst to shock the nation since the Truman days of free mink and freezers. Sherman Adams, assistant to the President and at times virtually acting President, stood accused of accepting a \$700 vicuña coat, a \$2,400 Oriental rug and \$1,600 worth of hotel accommodations from a New England millionaire named Bernard Goldfine.

What stunned all Washington was not the detail so much as the man involved. Sherman Adams, dour and granitic, had personified New England rectitude. Personal letters that he mailed from the White House carried stamps bought out of his own pocket. No one had spoken more scathingly of the Truman era. People, he had said in 1952, were "disgusted . . . sick and tired"; they wanted Eisenhower to "build back honesty and integrity in a government which is not unduly influenced. . . ."

Adams admitted that he had been the hotel guest of Goldfine, an old friend, and that he called federal agencies in Goldfine's behalf. No one had accused Adams of illegal doings. That was not the point. The question was whether Sherman Adams, by his own stern standards, could remain on the job (see *Editorial*).

← **MAN UNDER FIRE**, Adams heads for the White House last week past old State Department building.

MILLIONAIRE FRIEND of Adams, Bernard Goldfine is shown in mirror of suburban Boston home.





BERNARD GOLDFINE PONDERES EFFECTS OF HIS GENEROSITY

A FRIENDLY MR. GOLDFINE, GENEROUS TO A FAULT

The most surprising character in the case of Sherman Adams and the vicuña was a man who until last week was virtually unknown outside New England. Bernie Goldfine, portly, dapper and Russian-born, spent a penniless youth in Boston, then started selling wool remnants. In time he bought a mill of his own, then several. Now 67, he admits, "I'm worth \$5 million. But I won't say how much more." As he acquired his wealth Goldfine also acquired friends like the influential politicians shown at right. And Goldfine genuinely liked politicians, indeed he seemed to take pride in just knowing important men, aside from what they might do for him. "I never put a rope around anyone's neck," he says, "and I never will." But the hotel bill shown below suggested that Goldfine had a friend who allowed him to carry generous friendship too far.

423/425 ADAMS, W/M SHERMAN 2/50.0
9/1400 TILDEN ST NW WASHINGTON, D.C.
SEE BELOW 9/21 NL/IP CE 26289

DATE	DESCRIPTION	AMOUNT	TOTAL
1 SEP 21 57	RESTAURANT	41.80	41.80
2 SEP 21 57	ROOM	50.00	91.80
3 SEP 22 57	RESTAURANT	5.07	96.87
4 SEP 22 57	RESTAURANT	8.63	105.50
5 SEP 22 57	ROOM	50.00	155.50
6 SEP 23 57	RESTAURANT	5.21	160.71
7 SEP 23 57	RESTAURANT	4.50	165.21
8 SEP 23 57	RESTAURANT	4.25	169.46
9 SEP 23 57	RESTAURANT	8.72	178.18
10 SEP 23 57	RESTAURANT	1.82	179.99
11 SEP 23 57	ROOM	50.00	229.99
12 SEP 24 57	RESTAURANT	4.21	234.20
13 SEP 24 57	RESTAURANT	2.75	236.95
14 SEP 24 57	RESTAURANT	2.50	239.45
15 SEP 24 57	ROOM	50.00	289.45
16 SEP 24 57	RESTAURANT	0.50	290.00
17 SEP 25 57	RESTAURANT	4.97	294.97
18 SEP 25 57	RESTAURANT	3.32	298.29
19 SEP 25 57	ROOM	50.00	348.29
20 SEP 26 57	RESTAURANT	4.50	352.79
21 SEP 26 57	RESTAURANT	4.76	357.55
22 SEP 26 57	PHONE	5.22	362.77
23			
24			

COMPLETE BILL TO: BERNARD GOLDFINE.

ITEMIZED BILL, covering Adams' stay at Boston's Sheraton-Plaza Hotel Sept. 21-26, 1957, bears a note at bottom that it is to be paid by Bernard Goldfine. The total bill came to \$361.13.



COLLECTING GOVERNORS at 1951 textile conference in Vermont. Goldfine (far right) stands by Ethan Allen statue with Frederick

Payne, Maine (left) Sherman Adams, N.H., Lee Emerson, Vt., Paul Dever, Mass., Charles Algren, representing Rhode Island governor



ADAMS AND WIFE Rachel relax in pine-paneled living room of their home in Washington. Besides vicuña, Adams also got Oriental rug from Goldfine. →



LUXURY SUITE that Sherman Adams occupied in Boston's Sheraton-Plaza Hotel was paid for by Goldfine. It is named for Benjamin Franklin, whose

portrait hangs over living room fireplace. Includes bedroom at left and bath. Suite costs \$50 a day per person, was last used by Adams on May 5.



GOLDFINE MILL at Lebanon, N.H., manufactures woollens, is one of five he owns in New England. Goldfine also owns real estate in the Boston area.



GOLDFINE HOME in exclusive Chestnut Hill, a residential area six miles from downtown Boston, has 14 rooms and a garage holding two Cadillacs.





AT HECTIC PRESS CONFERENCE. White House Press Secretary Jim Hagerty hands reporters copies of the letter Sherman Adams had written to explain his

friendship with Goldfine. Hagerty's stock answer to reporters' questions (repeated three times) was: "He is sending this letter to Mr. Harris and I am giving it to you."

TURMOIL IN WASHINGTON, A CONGRESSMAN WHO HAS MORE QUESTIONS TO ASK

The Adams affair was set in motion by the House Subcommittee on Legislative Oversight, of which Oren Harris, an Arkansas Democrat, is chairman. Committee investigators acted on tips (one from former Boston Publisher John Fox) which led them to hotel bills linking Adams and Goldfine. The storm broke, embroiling the varied cast of characters shown here.

Adams rushed back to Washington and then wrote a letter to Harris. White House Press Secretary Jim Hagerty released it to clamoring newsmen. Adams admitted he had telephoned the then chairman of the Federal Trade Commission, Edward Howrey, about a complaint against one of Goldfine's firms for mislabeling fabrics. He had had an aide call Securities and

Exchange Commission Counsel Thomas Meeker about one of Goldfine's problems. But such contacts, Adams insisted, were routine courtesies. Chairman Harris, not so sure, made plans to hear more from Howrey and Meeker.

In all the turmoil more of Goldfine's high-placed friends turned up. One was Senator Norris Cotton of New Hampshire; another was Maine's Senator Fred Payne, who also got a vicuña coat from Goldfine and insisted that "if we had two or three more Bernard Goldfines our New England textile troubles would be solved." But Sherman Adams' troubles were not. The case of a man caught in the contradictions of his character and his job seemed sure to boil on in the hot Washington summer.



SENATOR COTTON of New Hampshire, who owns Goldfine stock, said, "He's done much for my state."



SENATOR PAYNE of Maine admitted he accepted another vicuña coat as a present from Goldfine.





FORMER CHAIRMAN of FTC, Edward Howrey, got Adams' call, inquiring into Goldfine's problems.

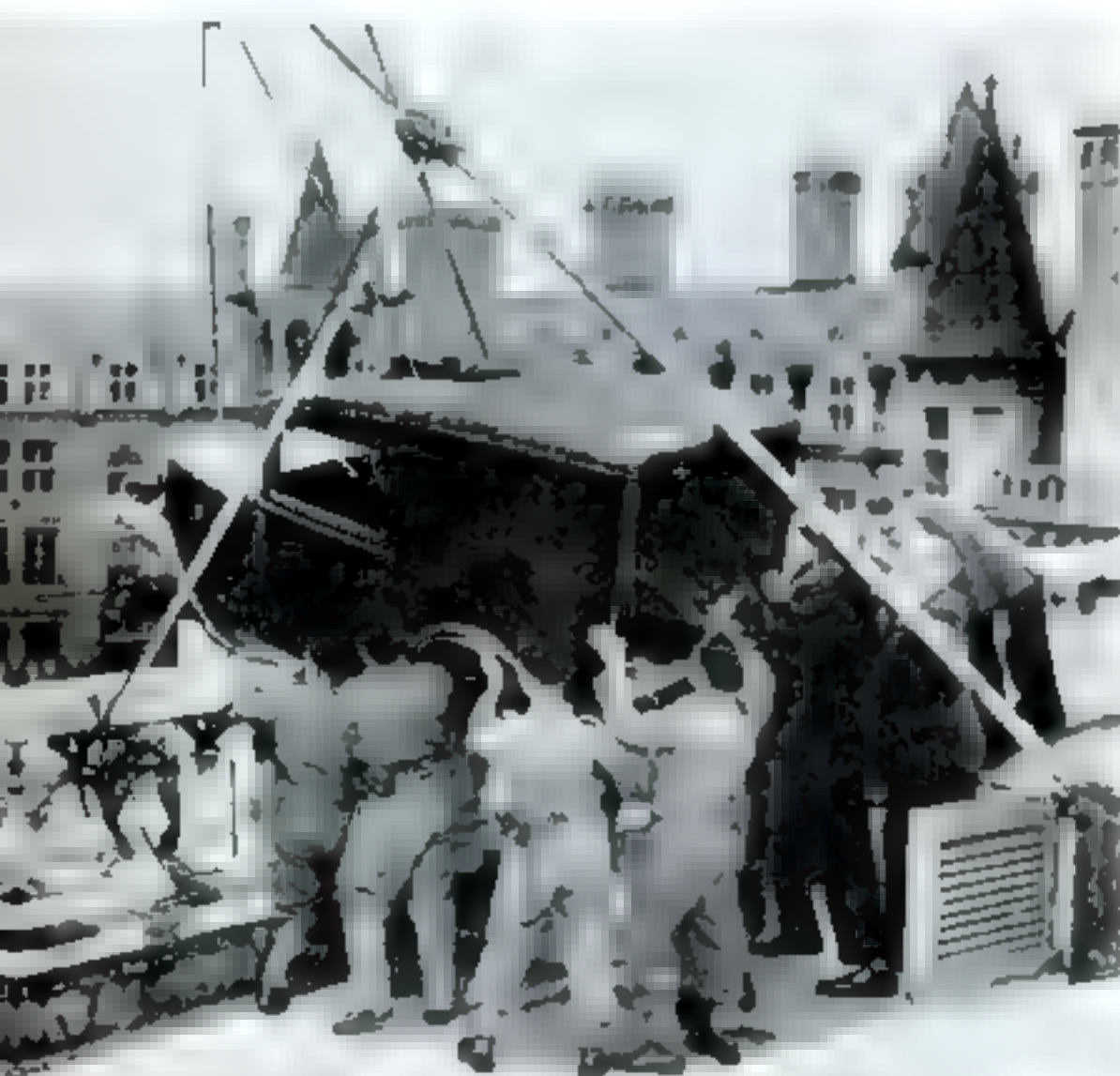


SEC COUNSEL Thomas Meeker got a phone call from assistant to Adams asking about Goldfine case.



LEGAL STAFF for congressional hearings keeps working while office is moved to larger quarters.





NO PARKING ZONE

When an old Austin materialized atop Cambridge University's 60-foot-high Senate House, a London paper said it was "an engineering feat to rival the pyramids." The "engineers" were undergraduates who had hoisted the car with a homemade derrick under cover of darkness. To get it down workmen had to dismantle the car, lower the wheels and then the body.



A LOOK AT THE WORLD'S WEEK



SURPRISE FOR CANADA

A wedding that rocked Canada took place in Reno as Louis René Beaudoin, 46, a former speaker of the Canadian House of Commons, married Alice Outram, 23, a former RCAF officer. A Catholic, Beaudoin got a divorce good only in Nevada where he plans to practice law.

←A 729-FOOT SPLASH

The biggest splash in years on the Great Lakes was made by the launching of ore carrier *Edmund Fitzgerald* in Detroit. The 729-foot ship enjoys two distinctions: it has the greatest capacity (26,000 tons) of any Lakes freighter; it is the longest ship ever launched sideways.



HARRY IN AN ALLEY→

On a month-long Mediterranean tour, Harry Truman set his usual brisk pace as he went sightseeing through the alleys of St. Paul de Vence on the French Riviera. Following the former President are Mrs. Truman and vacation companions, Mr. and Mrs. Sam Rosenman.

←3,000 TOOTHBRUSHES

In Tokyo 3,000 schoolchildren, armed with toothbrushes and toothpaste, joined in a new kind of exercise. They held their brushes up, then waved them up and down in front of their mouths in a mass make-believe tooth-brushing. It was all part of Dental Care Week.





LEBANON'S SPOKESMAN, U.N. Foreign Minister Charles Malik, addressing the Security Council.

recalls that the Security Council is the only body that can stand on its feet as parchment in the Arab court.



VANGUARD OF U.N., the Vanguard of U.N. forces, the Vanguard of U.N. forces, the Vanguard of U.N. forces.



A REBEL FORCE, heavily armed tribesmen of the Mesopotamian desert, lined up outside the

mountain headquarters of their leader, ex-deputy Karim J. Hatt. Last week Jatt's men, said to

number about 600, moved to the top of the mountain, between Beirut and Damascus. Since the



as first of observation force. They are led by New Zealand Lieut. Colonel Maurice Brown (foreground).



government fought back with jet fighters. Mountain Druze are historically fierce and rebellious



U.A.R. SPOKESMAN at the U.N., Omar Loutfi of Egypt, who heard his country accused of fomenting

Lebanon's crisis, denied allegation as "slander," then yields to hearty laughter as he chats with aide.

THE U.N. ACTS FOR LEBANON, VICTIM OF A COMPLEX WAR

Observer explains pressures that imperil West's friend in Mideast

In the U.N., Lebanon accused Nasser's United Arab Republic of arming its rebels. Last week the U.N. sent observers to watch the Lebanon border. But last Saturday the rebels attacked in the capital, Beirut, stormed and looted the house of the prime minister and fired on the presidential palace. On the scene, LIFE's correspondent Donald Burke analyzes the underlying causes of an increasingly critical civil war scale revolt.

BEIRUT

THE five-week-old crisis in Lebanon, threatening this stout Middle East friend of the West, grows from long and tangled roots.

The central figure in the crisis is President Camille Chamoun, a Christian as all presidents of this half-Christian, half-Moslem country traditionally must be. Chamoun is pro-Western and accepted the Eisenhower Doctrine even before it was offered. The ostensible cause of the revolt was an allegation—never proved—that Chamoun was plotting to succeed himself when his term expires Sept. 23.

Against Chamoun are ranged a variety of enemies. Some are personal, notably those politicians who were diddled out of office when Chamoun gerrymandered an election last year. Most of the country's Moslems oppose Chamoun. And most of the fierce Druze tribesmen abominate him. Even some Christians are against him on grounds that Lebanon must be more friendly to its powerful Moslem Arab neighbors (Nasser's U.A.R.) and less friendly to the West.

The real cause of the trouble springs largely from the upsurge of a crusading Moslem Arab spirit, stimulated by the successes of Nasser and the intemperance of his Cairo propaganda. The trouble began festering in Lebanon at the

time of the Suez attack when Chamoun's was the only Arab government declining to break relations with both France and England.

At that time some important Moslem politicians resigned in protest. The Chamoun opposition began to arm its civilian followers—late-ly, says the government, with armaments sent across the border by the United Arab Republic.

When fighting began it raised an older danger, the smoldering hostility between the country's Christian and Moslem peoples. As recently as 1860, this enmity brought on massacres so bloodthirsty that France sent a force to make peace. Thus far outright religious strife has been avoided.

Today Lebanon's real estate is carved into pro- and antigovernment chunks. Rebels hold a well-armed and well-dug-in enclave right inside Beirut. Beirut's airport is heavily guarded. But looking down on it from the mountains, waiting to pounce, are the rebel Druze tribesmen. Much of the Syrian border is out of control and the few travelers on the road to Damascus pass without ever seeing Lebanese customs or immigration officials. Rebel and government forces "share" the small cities of Tyre, Sidon and Tripoli. The army, under a Christian general, has been kept on the leash. There has been real fear that sending the mixed Christian-Moslem army against a largely Moslem opposition would split the country like a rotten stump.


Chamoun has now been strengthened by the U.N.'s action. But it may well be that the real winners will be the opposition, Gamal Abdel Nasser and his United Arab Republic. Riven Lebanon's next president will necessarily have to be more friendly to the U.A.R. and consequently more neutral in Western relations.



KHRUSHCHEV'S BACKLIT HEAD

The balding head of Nikita Khrushchev, more familiar to Americans from the front, is shown here from the rear in a striking backlit photograph taken by LIFE's Howard Sochurek at a British embassy reception in Moscow. There the Russian premier made news by talking about absent friends. Was there anything to rumors that Malenkov had been injured in a

hunting accident? "Malenkov is not a hunter," said Khrushchev. "The last time I heard he was alive and well." What happened to Mikhail Suslov, party secretary? Swimming in the Black Sea, said Khrushchev. Former Premier Nikolai Bulganin? In a hospital. "If you want to see Bulganin," Khrushchev suggested, "buy a bouquet of flowers and go visit him."



Have you had your soup today?

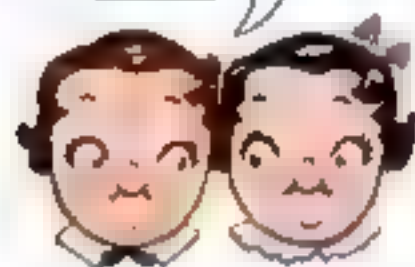
IDEA: SOUP IN BURGERS!

Mm! Mm! Good!

Nourishing good!

Gives you vitamins,

proteins-minerals, too!



Good idea . . . for a take-it-easy meal. Two favorite foods, teamed up on a tray. Hamburgers—and that all-time American favorite, Tomato Soup. (Campbell's of course!) Every sip has the fresh-from-the-vine flavor of the Campbell Tomato, specially grown, and ripened in the sun. Bright and tangy flavor, that makes every bite of your burger taste better. Have a soup-tray meal often.



So...once a day...every day...SOUP— *Campbell's*, of course!



SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA SEAGRAM DISTILLERS LTD. NEW YORK CITY 90 PRIME DISTILLERS LTD. LONDON ENGLAND

How to make Steak-Kebab in five easy sips

Here's a dish easier to prepare than pronounce. And while your guests wait for the dinner gong, serve some refreshing "tall ones" made with Seagram's gin, to warm up the appetite and cool off the climate. It's the perfect gin, crackling dry and slowly mellowed.



1 The night before, you had cut a $1\frac{1}{2}$ inch sirloin into $1\frac{1}{2}$ inch cubes and put them to bed under a blanket of sherry with 1 large sliced onion, 1 bay leaf and 1 teaspoon oregano. (Today, sip your Seagram's drink and start.)



2 First thing to do is decapitate some large, fresh mushrooms—3 caps for each serving. (Now pause and reflect jubilantly on how much smoother Seagram's slowly made gin is! It's the gin that *time* and *Nature* crafted to perfection.)



3 Next, quarter some plump tomatoes—4 quarters per serving. Slice some green peppers into sections and flick out the seeds. (Take another sip and notice that a patiently made gin is extraordinarily mellow...and agreeable.)



4 Since Steak-Kebab is best over rice, brown raw rice in butter. Pour beef stock on to cover. When stock is absorbed, rice is done. (Notice with your next sip Seagram's crisp, dry tang. In fact, any gin *dry-er* simply wouldn't pour!)



5 Now arrange meat, tomatoes, mushrooms and peppers on skewers. Brush with butter or oil. Barbecue till meat is to your liking, then add salt and pepper to taste. (And now you know Seagram's makes *great* gin drinks!)



**SEAGRAM'S
GOLDEN GIN**



Now! Chocolate Chiffon—sheer pie delight

Make it in 9 minutes with Jell-O Chiffon Pie Filling

Chiffon pie—star of the dessert world—now comes to you in that most popular of flavors—*chocolate*.

No cooking! Just add milk and sugar to Jell-O Chocolate Chiffon Pie Filling. And beat.

You can't fail. Thousands of tests made in the General Foods Kitchens prove you can't make a mistake. We guarantee it.

Enjoy Lemon and Strawberry Jell-O Chiffon Pie, too. At your grocer's—for pennies.

Jell-O is a registered trademark of General Foods Corporation.



The only way to judge Sherman Adams fairly is by distinguishing between the principle and the particulars. As we go to press, important particulars, including the rug and the vicuna coat, do stand out through the shower of gleeful stone-casting. We know that Adams did accept some favors from a private businessman. Even though the businessman is an old friend, this was surely an act of political imprudence. There is as yet no hint of dishonesty involved, and we strongly doubt that there will be.

On the charge of improper use of influence the available evidence would acquit Adams, at the least, on the old Scottish grounds of "not proven." Using the yardstick of pure expediency, we would say merely that he was incautious in transplanting to Washington the easy intimacies of New England statehouse politics.

Adams did make three calls to federal agencies on behalf of his friend Mr. Goldfine. Strictly speaking, there was nothing improper in this procedure, although Jim Hagerty's insistence that Adams would do the same for anyone fell a bit thinly on the ears of his press conference audience. (Said a newswoman, "He's sure going to get a big mail.")

On the level of principle the matter is quite different. This is not the level on which most critics have attacked him. Many of them, who regard influence-peddling as the tactical incident of politics, would like nothing better than to get back to the easier moral atmosphere of the smoke-filled room.

It was Adams, more than any presidential adviser, who dispelled this atmosphere, who personified Ike's often stated principle that honesty and integrity are the essentials of good government. Adams hammered away at the Truman administration's marked tendency to reward friends and disfavor enemies. He was always ready to brush aside clumsy defenses that the proliferating freezers and mink coats were just the accruals of old friendships (the same defense, ironically, which Hagerty made for Adams). No man to cushion his neighbor's feelings if he could avoid it, Adams has taken the lead in forcing the resignations of Administration officials with the slightest suspicion of irregularity in their political or business dealings.

So we may assume that no one knows better than Sherman Adams the truth of the ancient maxim that republics live by virtue. This virtue is, in practice, the individual virtues of fallible public men and can be endangered by suspicion or rumor as much as by fact. It is peculiarly vulnerable, in this era of increasing "averageness" in morality, when any shadow touches what the Italian author, G. A. Borgese, once called "the whiteness of the White House," a building whose trusted officials must not only protect the republic's virtue but *live* it in every detail. Sherman Adams has supported this principle ably, strictly, decisively. However regrettable it may be in many ways, his resignation is the best way to insure the principle's continuance.

U.S. TRADE POLICY PASSES A BIG TEST

The House of Representatives did a favor last week to the American people, the free world and the cause of economic sense. It extended the Trade Agreements Act for five years and gave the President new tariff-reducing powers by a vote of 317 to 98. Even G.O.P. congressmen were two to one for it, confirming the shift from protectionism which the Republican platform began to reflect 10 years ago.

Congratulations are due to the President and his aides who turned on all possible heat in the bill's favor. Congratulations are also due to House leaders of both parties and, above all, to the good sense of the voters back home, whose sentiments the House vote reflects.

Reciprocal trade is not a hot political issue except in high-tariff-industry towns. But even in those towns (such as Steubenville, Ohio—see p. 96) citizens have come to realize that our national bread is much better buttered on the side of more foreign trade than it ever was on the side of protection. As the third Rockefeller Brothers Fund Report points out

this week, our foreign trade today "provides more direct employment in the U.S. than the automobile, steel, chemical and textile industries combined."

There were 98 laggards and diehards in the House who still don't get the picture; and a lot of senators are similarly shortsighted. We wish Bill Knowland would drop his opposition to the 5-year extension; he has already done the Republican party enough harm for one year. We trust that senators like Mrs. Smith, Mansfield, McClellan and Flanders will find the courage to resist the parochial pressures on them and vote the national interest on reciprocal trade.

The trade bill is minimum legislation for laying the foundations of a healthy free world trading system. Yet the House vote was a victory of consequence. It means that the American people have shed an anachronistic view of their economic environment and begun to see their real interest lies in creating a better one. Policy-makers in London, Paris, Bonn, Rome, Tokyo and other trade capitals please take note.

ADRENALIN IN HOUSING

In a recession notorious for spottiness, one industry to keep your eye on is housing. New starts have been rising since April and are now up to the old million-a-year rate.

Congress has given housing more lavish anti-recession treatment than any other industry. In March it cut FHA down payments and pumped another \$1.5 billion of credit into an already softening money market. Housing Administrator Cole called this "a shot of adrenalin we do not need." Nevertheless it's the law. The adrenalin is there for the taking.

Hence, as Sylvia Porter remarked in these pages recently, it's a wonderful time for anyone with decent prospects to buy or renovate a home. The postwar housing shortage is over and the building industry is full of new plans. The new

New Jersey Levittown, for instance, consists of bigger and better (though still segregated) houses plus a ready-built school with swimming pool. The industry's cost-price structure is still inflated but even this can be overcome these days by smart builders and sharp buyers.

Having laid the basis for a boom, Congress should get cracking this session on some reforms in the mortgage and revenue laws that affect housing. Bills already presented (notably S3399 and HR238) would encourage a market for trade-in houses comparable to that in automobiles. The industry could then give more of its attention to the quality house instead of the gimcrack row bungalows, built for cheapness, with which the landscape is already too cluttered.

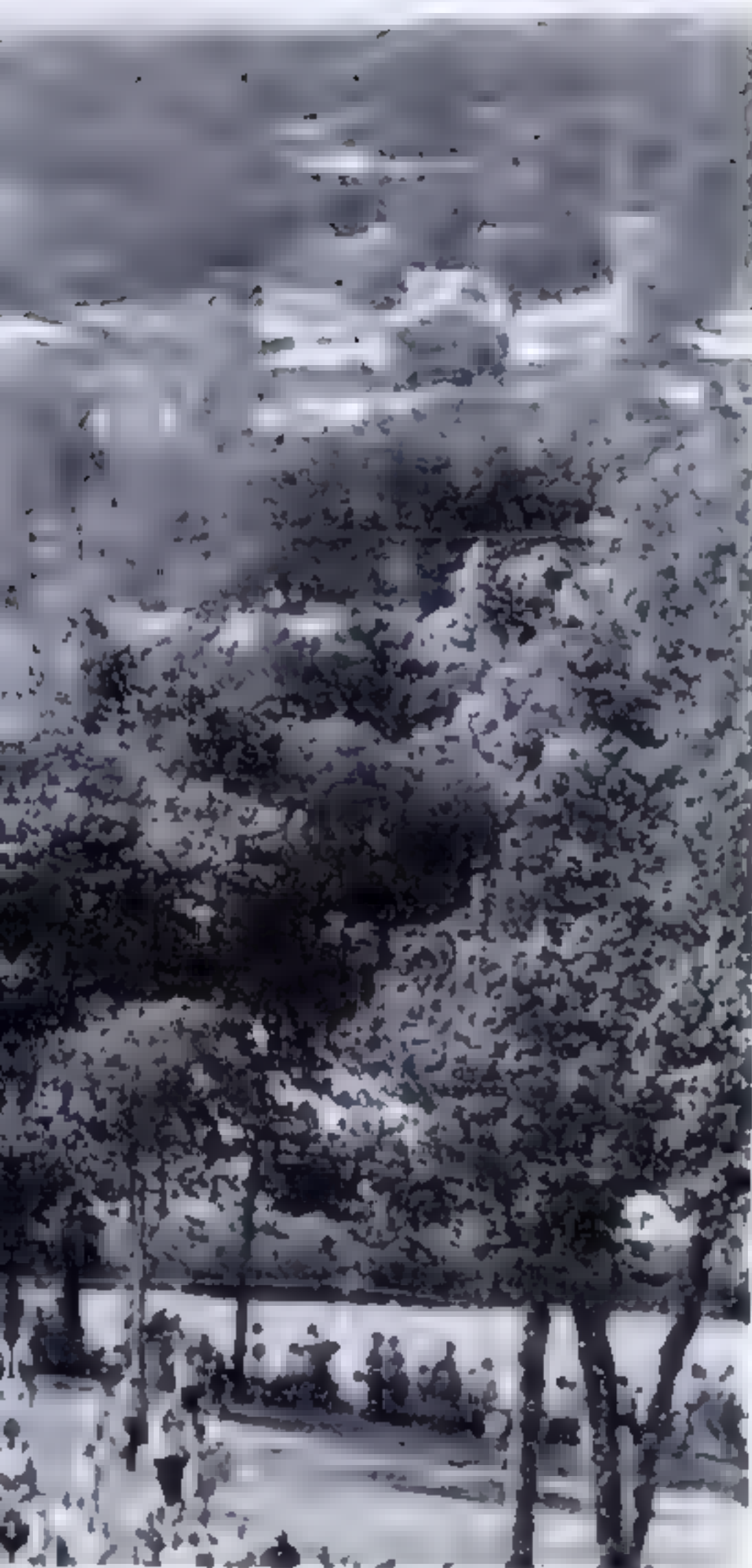


SPECTACLE OF NATIONAL OPEN IS SHOWN IN PHOTOGRAPH FACING NINTH TEE OF TULSA'S SOUTHERN HILLS COUNTRY CLUB. TIGHT TREE-LINED FAIRWAY

DOUBLE-EDGED VICTORY FOR GOLF'S MR. BANG

THE OLDTIME BOLT TEMPER, A SIDESHOW AT EARLIER TOURNAMENTS, IS SHOWN AS HE BLEW UP AT FLINT (LEFT) AND AT DALLAS (CENTER AND RIGHT)





IS TYPICAL OF THE 6,907-YARD, PAR 70 COURSE

Tommy Bolt beats his own temper and a top field to win U.S. Open

When Tommy Bolt, 39, took the lead in last week's U.S. Open Golf Championship the gallery tagged along just to see the fireworks. They wanted to be around when the terrible-tempered Mr. Bang of golf missed a putt and went into his habitual club-throwing act (left).

Bolt surprised them; he had turned over a new leaf. Since becoming chairman of golf's "good conduct" committee last year he twice had fined himself \$100 for hurling clubs, and the next time he knew it would be \$500. Between rounds at Tulsa he informed newsmen:

"I am a man of peace," then attacked them bitterly for getting his age wrong. He blew off steam by squawking about divot holes, the rough and how the gallery dropped chairs and jingled pocket change. Everything happened to him, Bolt complained.

But Bolt kept his shots safely under control and his temper too, more or less. He ambled through the last round to win golf's most important prize (worth up to \$50,000) by four strokes over South Africa's young Gary Player. A native Oklahoman, Bolt also seemed impervious to Tulsa's scorching heat (next page) which took the starch out of everybody else.

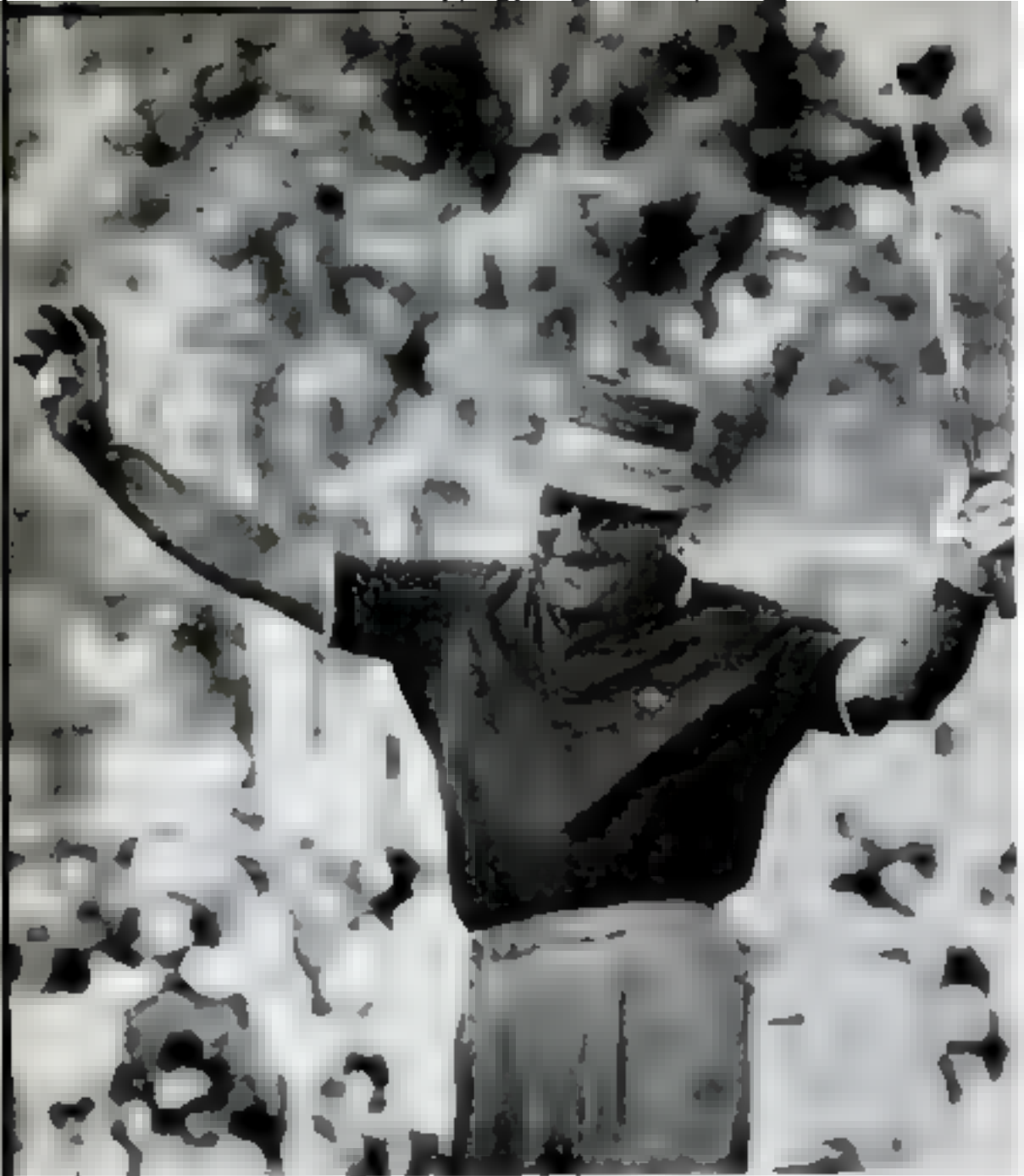


EVERYTHING UNDER CONTROL, the confident champion balances as he removes ball from cup on

13th green. "I'm as loose as I can be," he boasted. He led all the way, was never in serious trouble.

National Open CONTINUED

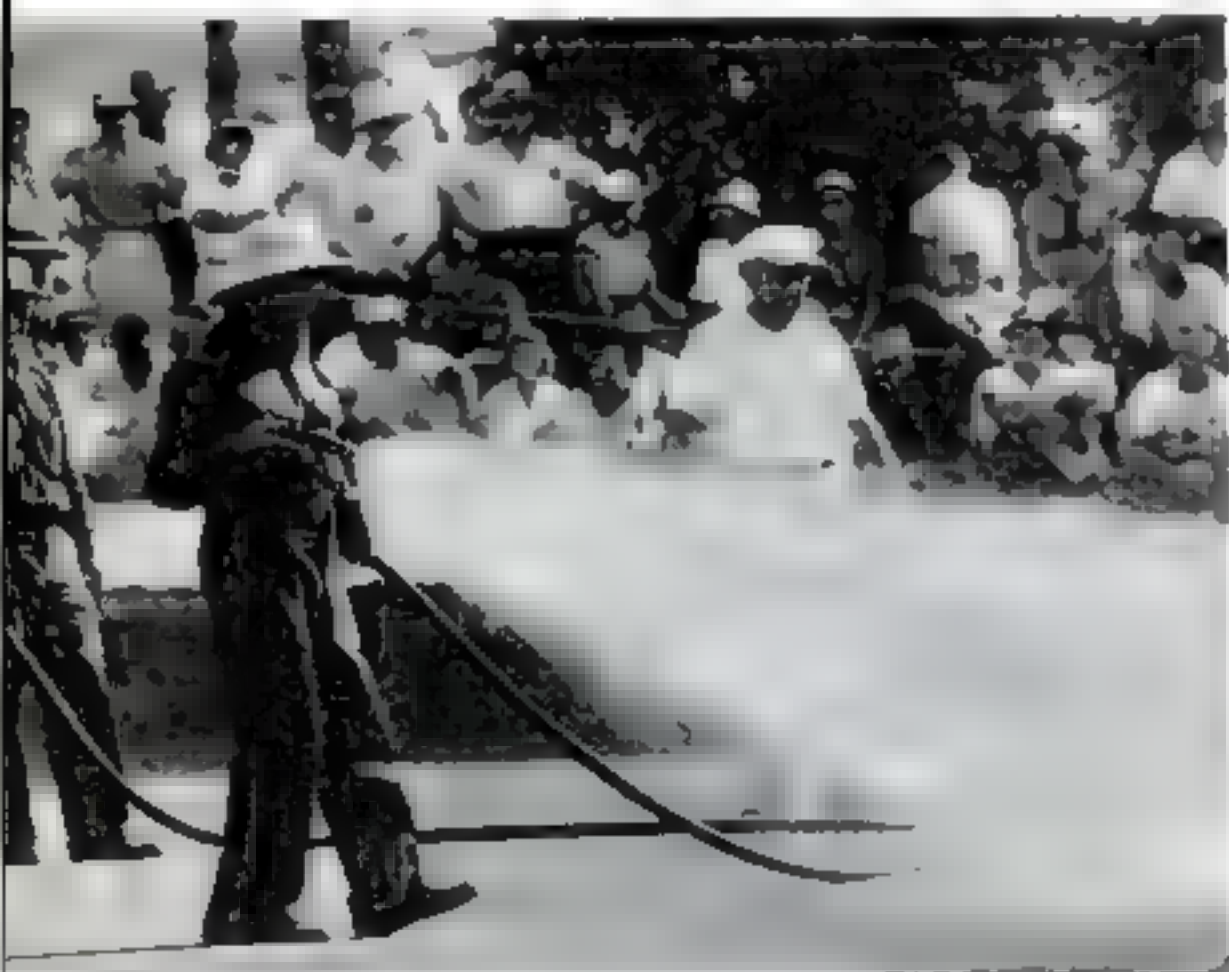
A COOL WINNER, A HOT TIME ON THE LINKS



RESPONSIVE CHAMP, Bolt salutes gallery after holing final putt that assured him of Open title.



SUN-BAKED GOLFER, Bob Toski shields himself from sun by walking under partly closed umbrella.



SUN-BAKED GREEN, the difficult 12th, is watered down after golfers complained that it was too hard.



UNCOMFORTABLE CUSTOMER settles in shade to watch play from under her parasol. Short and

on ladies were an unfortunate by-product. Temperature of 100° forced fans and two golfers to cool the heat.



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PACK



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RITZ
EVERLASTINGLY
CRISP!



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NEW INSIDE!

Reclosable packets
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SPAGHETTI and MEAT BALLS



CHEF SAUCES

Delicious blend of tender Meat or Mushrooms, sunripe tomatoes and true Italian seasonings. They're ready to heat and glorify steaming spaghetti, rice, meats, fish - almost any dish!



CHEF RAVIOLI

Famous Italian delicacy - now an American favorite! Plump macaroni pies filled with beef, smothered in savory tomato-cheese sauce. Makes a festive, hearty meal in minutes for about 15¢ a serving.



CHEF SPAGHETTI and MEAT BALLS

Dinner's ready in jigtime! Real Italian-style spaghetti and juicy beef meat balls in rich tomato sauce. Kind to your budget, too. Only about 14¢ a serving.

BOY-AR-DEE® Italian Food Festival!

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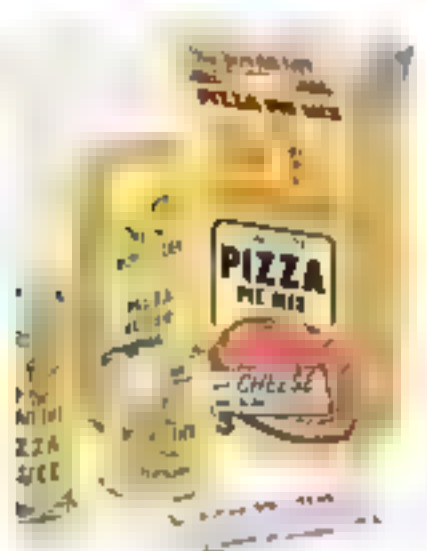


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SPAGHETTI DINNERS

PIZZA

All these fine Chef Boy-Ar-Dee foods are also available in Canada.



CHEF PIZZA

Perfect for snacks, supper, appetizers — and so easy! You get all the makings including cheese. Package stays fresh on your pantry shelf. Be thrifty, be ready for fun: keep an extra on hand!



CHEF BEEFARONI

Wonderful, nourishing one-dish meal with Chef's incomparable Italian touch: meat, macaroni and tomato-cheese sauce. Kids love it — you'll love it. Just heat and there you are! Only about 14¢ a serving.



CHEF SPAGHETTI DINNERS

Just 12 minutes from box to bowl — an Italian-style feast: spaghetti, sauce with Meat or Mushrooms, grated cheese. About 15¢ a serving.

For fun in the sun—get this

RC PICNIC BAG

ACTUAL RETAIL VALUE \$3.00

Only **\$1.25**
with 6 RC
bottle caps

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- * Fully insulated—keeps foods hot or cold!
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Please send my RC Picnic Bag
I enclose \$1.25 and 6 RC bottle caps.

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Please allow about 2 weeks for delivery. This offer is valid in any state, territory or municipality where prohibited, taxed or otherwise restricted.

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Get acquainted with RC Cola—and get this handy 'n' handsome RC Picnic Bag. It's wonderful for motor trips, beach parties—dozens of uses. Send for yours today. Use this coupon. For each bag, send \$1.25 and 6 RC bottle caps. Supply limited!

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IN VIOLENT CYPRUS RIOTS, GREEKS ARM WITH PLANKS AND SHOVELS AS THEY HEAR OF TURKS COMING TO RETALIATE FOR BOMBING OF TURKISH OFFICE

OMINOUS HOURS FOR CYPRUS

For years the British-held island of Cyprus has been divided between a Greek majority (400,000) and a Turkish minority (100,000). The Greeks for three years have fought for independence from Britain and *enosis* (union) with Greece. The Turks want the island to be partitioned between the two national groups. Until last week the bulk of the violence had involved Greeks fighting against Britons. Then word got around that the British had worked out a new plan for Cyprus. The plan made the Greeks and the Turks mad at the British—and at each other. They rioted, and 15 were killed.

Under the British plan, ready to be made public this week, both partition and *enosis* would be shelved for the time being. Instead Greeks and Turks would get together for limited self-government while Britain kept ultimate control. This implied that Archbishop Makarios, the Greek Cypriot leader exiled by the British for his alleged tie-up with terrorists, would be allowed to return. The Turks had strong opinions about that (*right*). Britain, caught in an impossible position between two NATO allies, sent a battalion of paratroop reinforcements to Cyprus and feared the worst.



BRITISH REINFORCEMENTS, members of same paratroop brigade that landed during Suez invasion,

line up at Aldershot, England to draw their small arms ammunition before leaving for Cyprus duty.



CURSING A CLERIC, Turks gathered in Istanbul hang Greek Cypriot Archbishop Makarios in effigy.

Attention: All Smokers! THE SCORE ON FILTER

Now Hit America's

OVER 400,000 FILTER TRAPS! UP TO 43% HIGHER

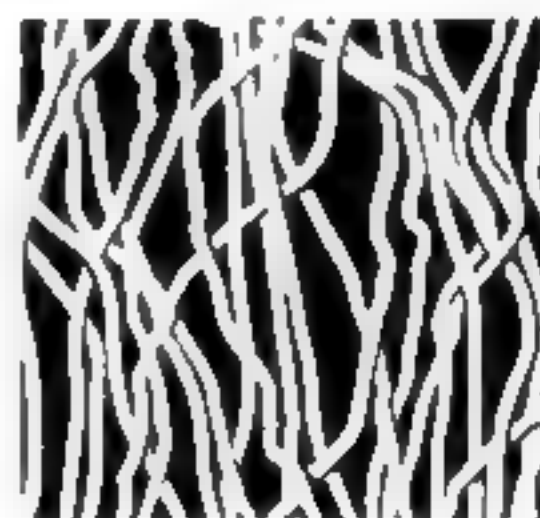
HERE'S PROOF HIT PARADE FILTERS BEST OF ALL LEADING FILTER CIGARETTES

... based on analyses by an outstanding consulting laboratory — a foremost authority on cigarette-smoke filtration. Now, with its new, exclusive filter, Hit Parade gives you ...

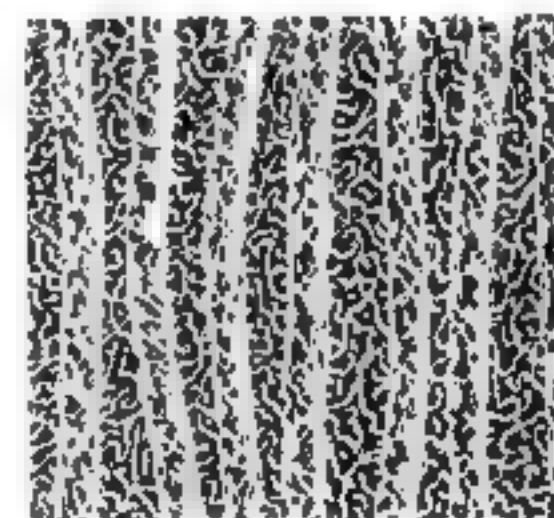
- 12%** higher filtration than brand **A**
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Cigarettes were tested by the most advanced and accurate laboratory procedure. The two sizes of Hit Parade (King-Size in the familiar pack and Long-Size in the crush-proof box) were tested against competitive brands of equal length.

NEW, EXCLUSIVE HIT PARADE FILTER CONTAINS OVER 400,000 FILTER TRAPS!



ORDINARY FILTERS would look like this under a microscope when magnified 25 times. As the simplified drawing shows, their synthetic fibers form only a crude filter screen!



NEW HIT PARADE FILTER would look like this! As the drawing shows, its fibers are smaller. There are many more of them. They form a finer, more highly absorbent filter screen!

CIGARETTES HAS CHANGED!

Parade has best filter!

FILTRATION!

FULL FLAVOR OF FINE TOBACCO!



Available in familiar pack
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Years of research went into developing the new Hit Parade filter—the *only* filter to give you high filtration *and* full flavor. Its filtering material, pure cellulose, is the most absorbent yet discovered. Its unique design actually provides more than 400,000 filter traps—helps give you the highest filtration of any leading filter brand. And it is this same exclusive design that permits free, easy drawing. You get the full flavor of Hit Parade's top-grade tobaccos — the kind of tobacco The American Tobacco Company is famous for. Smoke Hit Parade and enjoy, at long last, the filtration you want *and* the flavor you've been missing in other filter cigarettes!

© A. T. Co. Product of *The American Tobacco Company* — "Tobacco is our middle name"



IN HIS CELL Wonnacott is photographed on infrared film in a remotely controlled camera suspended from the ceiling. At foot of bed is refrigerated food box containing sandwiches, soup, fruit and water.

AFTER THE TEST Wonnacott tries out his muscle control. He made a number of agonizing attempts but was not able to hold a stylus steadily enough to keep it from touching the sides of a small hole.



SKIN TEST on Wonnacott just before leaving his cell shows higher than normal emotional tension.

DARK SESSION OF SOLITUDE

In self-imposed solitary confinement 22-year-old Tom Wonnacott, a Princeton graduate student, spent four days lying in a lightless, sound-proofed isolation chamber. Unable to see or hear, he also wore thick gloves to restrict his sense of touch. Wonnacott was the 41st volunteer to undergo this experience to help Psychologists Jack Vernon and Thomas McGill find out what happens to people isolated from the outside world and deprived of the normal use of their senses. Tests like this, being performed in laboratories around the world, give data on such uniquely modern problems as brainwashing and space flight.

In his chamber Wonnacott usually slept for only three or four hours at a time. He got up from his bed only to use his chemical toilet or eat from his food box. He had a hard time keeping himself mentally busy but was pleased at how easily he could remember poetry and do mathematical problems in his head. After the first 24 hours in isolation, though, he found his thinking getting somewhat muddled, wound up lacking in muscle control and abnormally swayed by suggestion. His senses also suffered in the dark of the cell. With only his taste and smell to guide him, he mistook beef bouillon for tomato soup, and bologna for ham.





New Super Sea-Horse V-50. 50 hp 12-volt electric starting. \$840.



NEW Super Sea-Horse 35—plenty of punch. Has same suspension, silencing and cooling systems as new V-50. 12-volt electric starting. \$625. Standard Sea-Horse 35s; electric starting, \$585, manual, \$495.



NEW Sea-Horse 18—a highly versatile medium horsepower motor. Strong enough for sking or, teamed with another, excellent for family cruisers. Electric starting, \$475, manual, \$395.

Skiing is believing with a new **V** Sea-Horse

You're starting from deep water. Your ski tips are up, tow rope between 'em. You squeeze the tow bar, nod your head. You dig your heels as the line comes taut and, just like that, you're up! The Super Sea-Horse V-50 doesn't dawdle. Crack the throttle. VOOM! You're in the "V" age—where blazing full thrust is *instantaneous!*

Even under wicked load, this new 4 cylinder

Johnson V-bomb delivers a full 50 hp without strain. It's sound-conditioned for super quiet, too, and smooth and efficient as only an opposed firing "V" can be.

"V" value is all through the '58 Johnson line, making all eleven new Johnsons choice buys and prime trade-ins. Models from 3 to 50 hp, \$160 to \$840. Your Johnson dealer's listed under "Out-

board Motors" in the Yellow Pages. See him soon. Remember, nearly two million dependable Sea-Horses prove *Johnson knows best.*

FREE 1958 SEA-HORSE CATALOG! Write: Johnson Motors, 339 Pershing Road, Waukegan, Ill. 60091. Division of Outboard Motors Corporation. In Canada, manufactured by Johnson Motors, Peterborough, Ontario. New quick-charging 10-ampere generator with automatic voltage regulator available as accessory on electric starting V-50 and 35s. Prices f.o.b. factory, subject to change, DBC certified brake horsepower at 4000 rpm (18s and 35s at 4500).

*First in dependability...
pioneers of the "V" age engine*



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A tangy new outdoor idea

Pronto with



“Roasting Ears” an Italian accent

(everything but the cob)

Just heat Niblets corn with
Kraft Italian dressing in a
“husk” of Reynolds Wrap

Magnifico!



They taste like you fussed for hours—but look how easy they are

It's easier than shucking an ear of corn to fix this unusually delicious corn-off-the-cob for your next barbecue. All you need are three things. Kraft Italian dressing, Niblets Brand corn and Reynolds Wrap. (No pots or serving dishes to wash.)

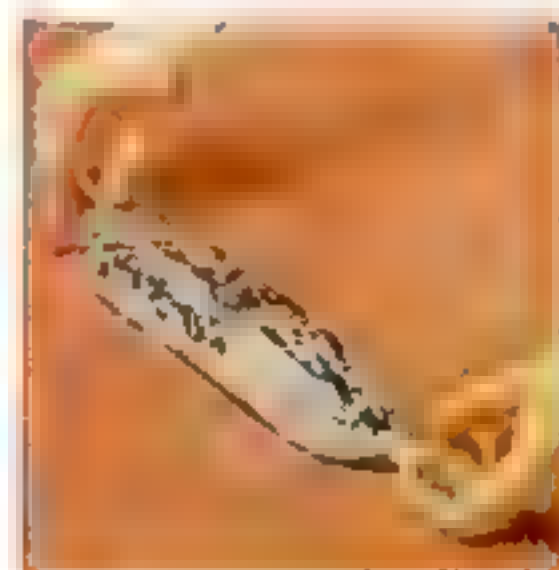
Look below for the simple details of this new outdoor dish. Then prepare to treat your crowd to the most distinctive “roasting ears” yet tasted in America.



Tear off a large square of Reynolds Wrap. The rest of the recipe is about this easy.



Pour one 12-oz. can Niblets corn, drained, and 1/3 cup of Kraft Italian dressing into foil.



Bring together two opposite edges of foil and double fold. Twist open ends tight.



Heat 10-15 minutes on side of grill (in space not used for meat). Delights 4 to 5 people.

Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada Ltd., Tecumseh, Ontario. “Niblets” Brand Reg. U.S. Pat. Off. ©GGCo.

MERICA'S NO.1 VALUE



New Ford Styleside Pickup with modern styling, cab wide box, Safety Vision dual headlights and exclusive Driverized Cab...all included at no extra cost!

THE WAY TO SPELL "VALUE" IS

F-O-R-D



Greater pickup loadspace! Lowest-priced pickup with cab-wide box; gives 23% more loadspace than traditional pickup box!



Smoothest pickup ride! Scientific Impact-O-Graph ride tests prove Ford has smoothest ride of any half-ton pickup truck!



Gas savings up to 10%! Ford's Short Stroke Six features a new economy carburetor which gives better economy and performance!



Safer, more comfortable cabs! Driverized cabs have inboard steps, suspended pedals, Life-guard steering wheel!

It's America's lowest-priced* pickup with cab-wide box... smoothest riding, too!

The value that's built into Ford Trucks can be measured in many ways... and low price is just one of them. Running costs are low, too. Only Ford offers the economy of modern Short Stroke design in a Six as well as in V-8's. And a new carburetor on Ford's great new Six boosts gas mileage by as much as 10%!

Maintenance costs are also low because Fords are built to last... independent insurance studies prove Ford trucks last longer than the other four leading makes. No wonder Fords traditionally bring more at trade-in!

Now add Ford's bigger loadspace, modern styling and smoothest ride, and beyond question, you've got America's No. 1 value... F-O-R-D! See your Ford Dealer!

*Based on a comparison of manufacturers' suggested list prices.

AMERICAN BUSINESS BUYS MORE FORD TRUCKS THAN ANY OTHER MAKE!

FORD TRUCKS COST LESS

LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!

HOT-COLD PARADOX

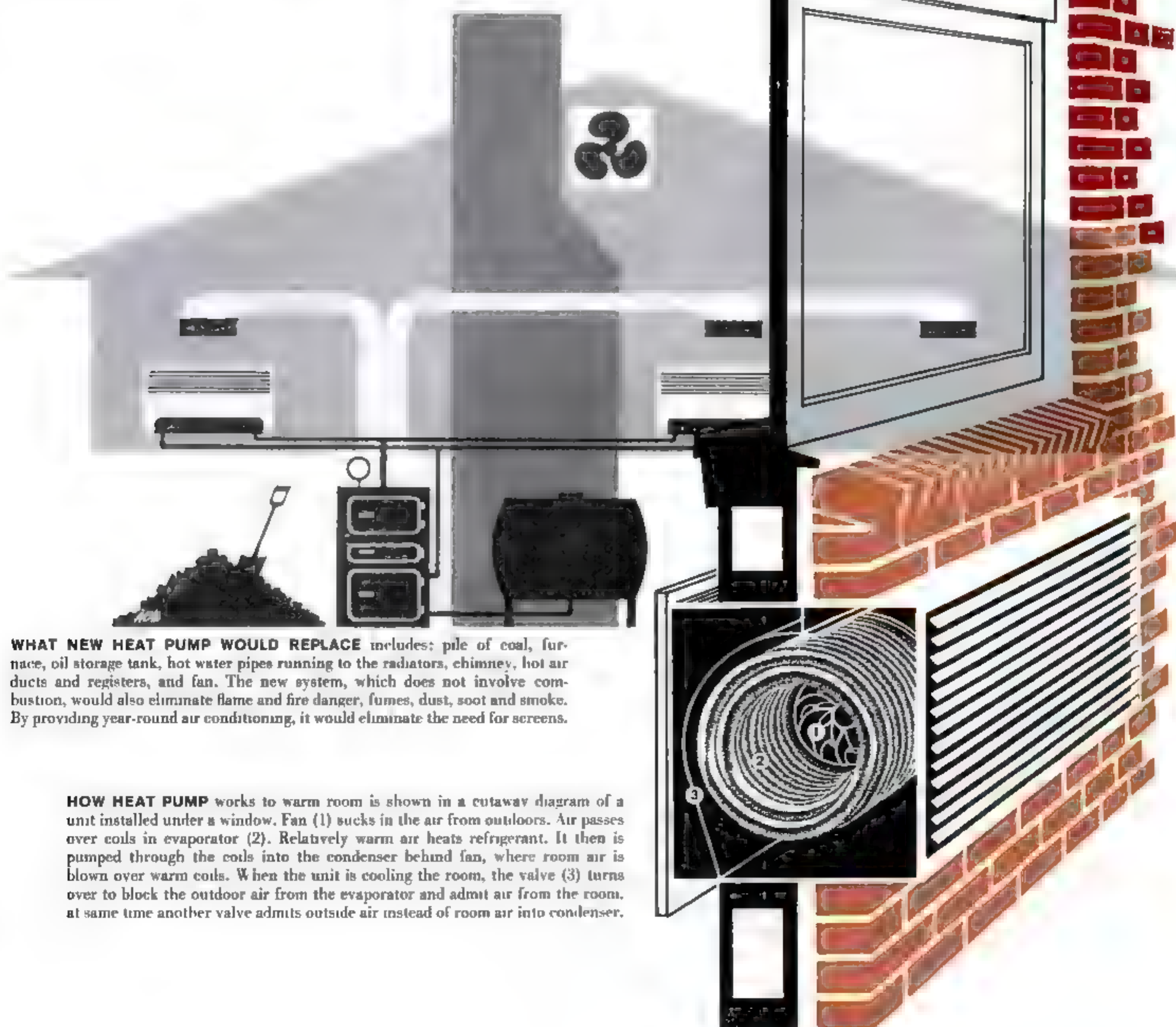
The ingenious heat pump gets wider usefulness

For years the heat pump has been considered one of the most efficient heating and cooling devices. A thermal paradox, the heat pump can use cold air to heat a house and warm air to help cool it. Practicable up to now largely in mild climates or as a bulky central heating unit in colder areas, its use is being extended by new room-unit versions which could do away with much of the clutter of central heating or air conditioning even in severer climates.

The workings of the heat pump resemble those of a refrigerator. A refrigerant, whose function is to absorb heat, circulates from one set of coils (evaporator) to another (condenser). In winter outdoor air is blown over the refrigerant in the evaporator. This air is cold, but the refrigerant is much cold-

er. The refrigerant absorbs heat from outdoor air and, at the same time, changes from liquid to gas. The warmed refrigerant is pumped to condenser where room air blows over it. The room air absorbs heat from the refrigerant and warms the house. The now-cooler outside air is blown back outside.

In summer, house air is blown over the refrigerant in the evaporator. The refrigerant absorbs heat from the house air which, now cooled, is blown back into the house. The warmed refrigerant is pumped into the condenser where outside air is blown over it. The outdoor air is warm, but the refrigerant now is warmer and is cooled by it. Condensing from a gas into a liquid, the refrigerant returns to the evaporator and the outside air, now hotter, is blown back outside.



WHAT NEW HEAT PUMP WOULD REPLACE includes: pile of coal, furnace, oil storage tank, hot water pipes running to the radiators, chimney, hot air ducts and registers, and fan. The new system, which does not involve combustion, would also eliminate flame and fire danger, fumes, dust, soot and smoke. By providing year-round air conditioning, it would eliminate the need for screens.

HOW HEAT PUMP works to warm room is shown in a cutaway diagram of a unit installed under a window. Fan (1) sucks in the air from outdoors. Air passes over coils in evaporator (2). Relatively warm air heats refrigerant. It then is pumped through the coils into the condenser behind fan, where room air is blown over warm coils. When the unit is cooling the room, the valve (3) turns over to block the outdoor air from the evaporator and admit air from the room, at same time another valve admits outside air instead of room air into condenser.



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WATCH RAYE LOG ON ABC TELEVISION

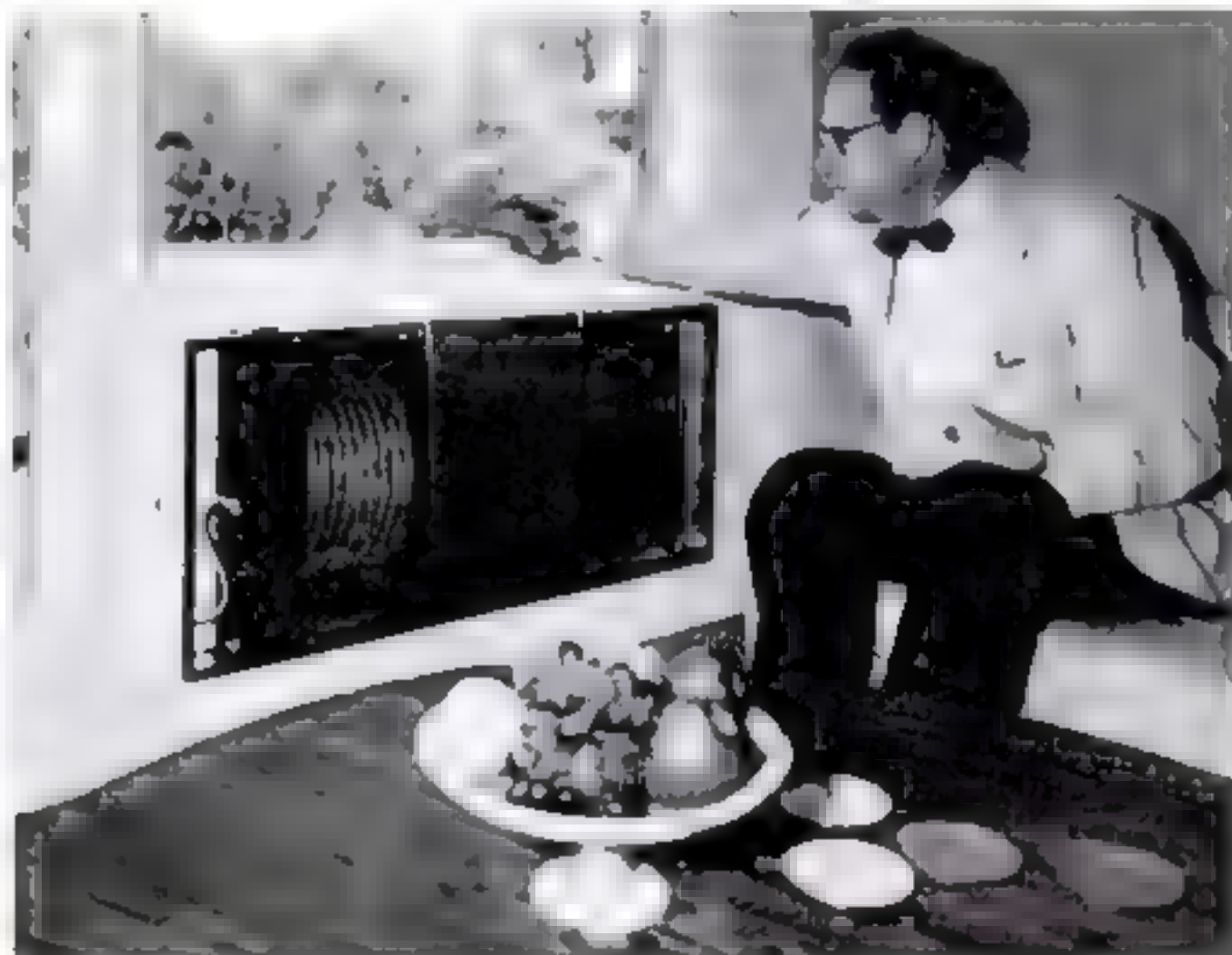
HOT-COLD PARADOX CONTINUED

NEW MODEL IN ACTION

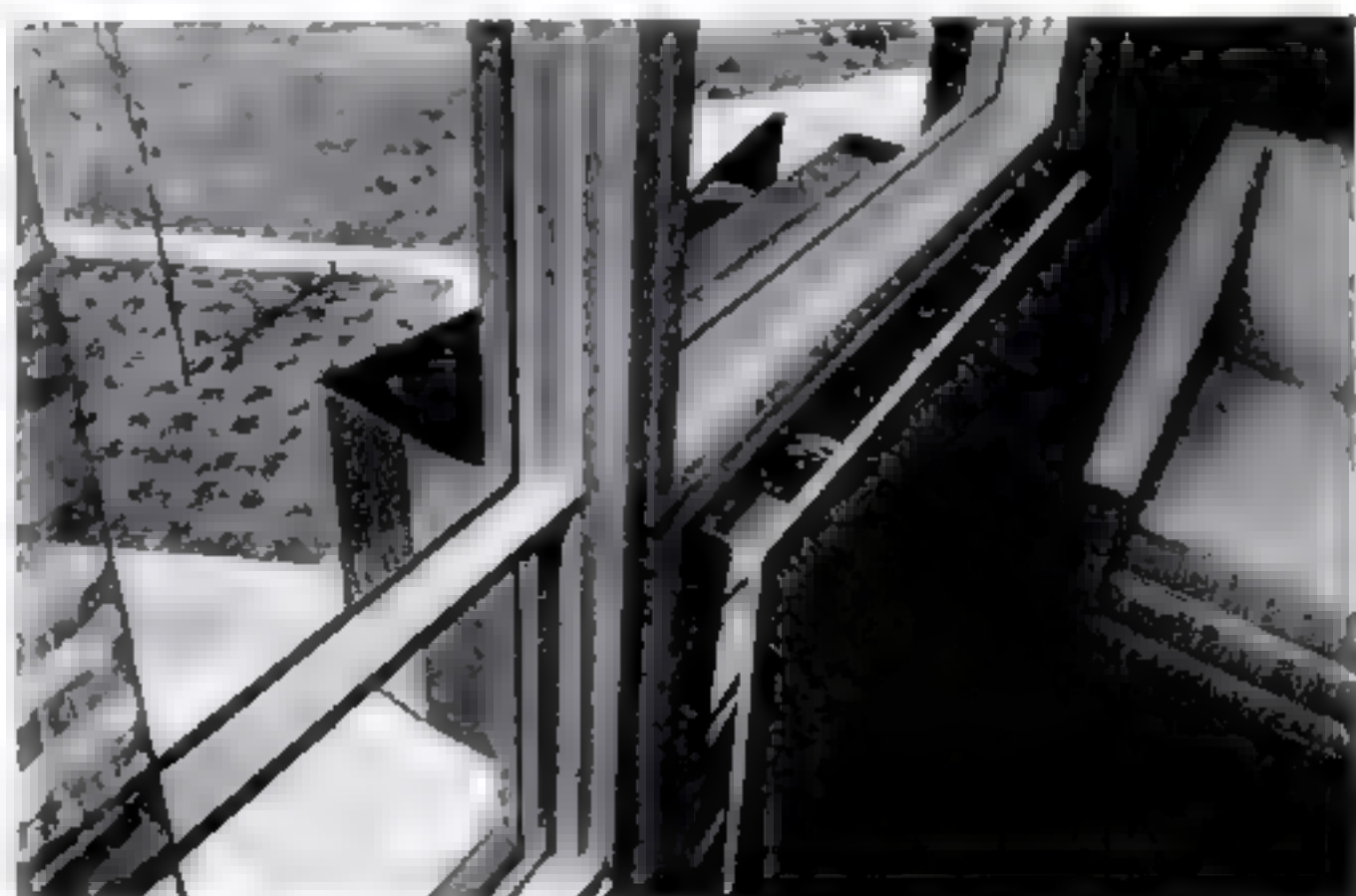
The newest heat pump is a General Electric room unit (shown in diagram on p. 51) that looks like a large air conditioner. Other good similar units are now on the market, but G.E. believes its heat pump to be efficient and more economical at lower temperatures. Tested for some time, it will go on the market in a year, will cost \$200 to \$300 and, says its maker, cost about as much to operate as oil heat. A great advantage in any room unit is the flexibility of being able to keep the temperatures of different rooms in a house at varying levels.



OUTDOOR VIEW of G.E. heat pump shows it beneath window. Unit is 18 $\frac{3}{4}$ inches high, 35 $\frac{1}{2}$ inches wide, 17 inches deep. House shown here, near St. Louis, has six pumps for seven rooms, some supplementary electric heating.



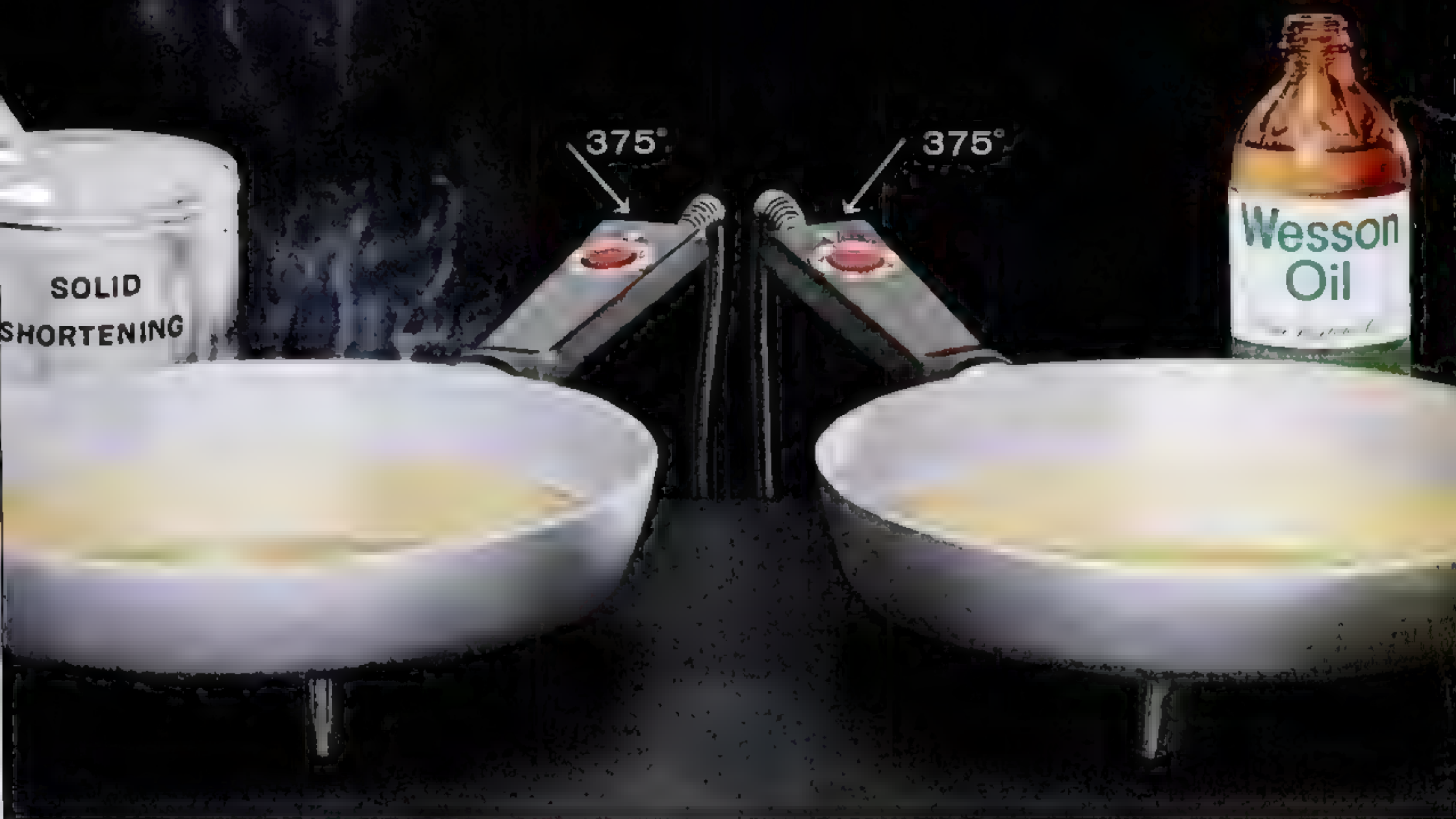
INDOOR SIDE of heat pump is exposed here to show the condenser at left and air valve which covers the evaporator at right. G.E.'s Robert Beam, heat pump specialist, feels the air coming into room through the vent at the top.



FULL VIEW of heat pump shows how far it projects into room (3 $\frac{1}{2}$ inches) to allow vent space for air intake and discharge. It sticks 8 $\frac{1}{2}$ inches out beyond window. Inside panel of pump is papered or painted to match rest of room.

Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is vegetable oil in its purest form—nothing added. So delicate, you never taste it. No other oil as fresh, pure and light—or more highly rated for good nutrition.

Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated

Thrifty, too—you can use Wesson again and again



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"Facts and Theories about Fats and Oils in the Diet" Complete text as printed in the Journal of the American Medical Association, presents latest information on nutritional value of Wesson Oil.

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Have a completely different summer meal with Chun King famous frozen foods

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We've coined a new word—*Cantoneasy*. Right now you'll see signs in your food store that say Chun King *Cantoneasy* Kitchen Holiday. They'll lead you right to the coolest, newest ideas ever to inspire a discouraged summertime cook.

Here you're looking at several of them—Chun King

Chicken Chow Mein, Egg Rolls, Sweet & Sour Pork. There are many others. Excitingly different food for delicious meals you fix in a hurry. That's what we mean by a *Cantoneasy* Kitchen Holiday. Browse around the Chun King canned and frozen food Bazaars at your grocer's. Have fun.



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NEW
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THE ROYALTY OF AMERICAN-ORIENTAL FOODS—CANNED AND FROZEN

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THE STRANGE BLONDE, MADELEINE (KIM NOVAK), RECOVERS AFTER SHE IS RESCUED FROM A PLUNGE INTO BAY

Chill Chase of a Blonde

The dizziness that many people experience in looking down from high places is the central terrifying element in Movie Director Alfred Hitchcock's latest thriller. Made for Paramount, *Vertigo* is the story of a police officer, played by James Stewart, who is forced to resign his job because he suffers from acrophobia, the fear of high places. In retirement, he takes on an assignment to follow a rich industrialist's blond wife, played by Kim Novak, who leads

him here and there about San Francisco, a town full of fabulous ups and downs.

The blonde goes down to the bay and throws herself in. Watching close by, the detective rescues her and, little by little, finds himself falling in love with her. Then she leads him, as he sweats with fear, up the stairs of an ancient mission church and in one horrifying moment vanishes from his life. But the movie moves on to even more chilling horrors.

IN A HIGH CHURCH TOWER DETECTIVE JOHN FERGUSON (JAMES STEWART) FIGHTS HIS GIDDINESS AND THE GIRL



CONTINUED

Kitchen Remodeling Hints



BY

Diana Young
KITCHEN DESIGNER

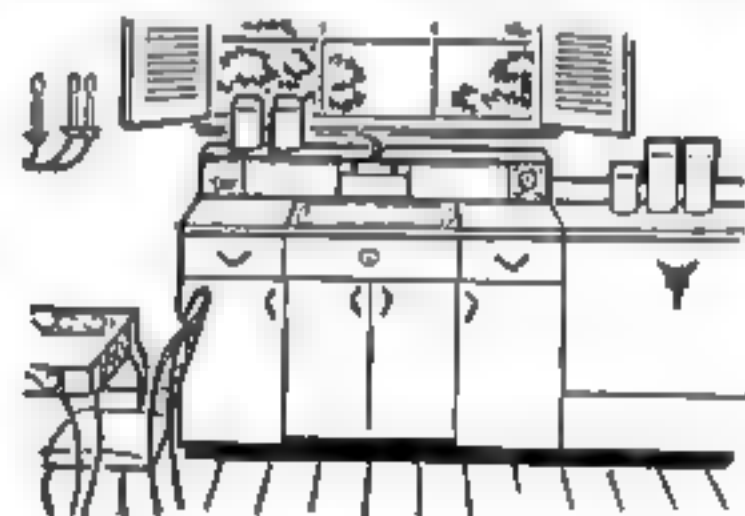
Kitchens as we know them today are due for a radical change. Advances in frozen and packaged food, electric cooking appliances and new dishwashing and dish-storing concepts are changing our kitchen requirements. Now a new appliance has been introduced that is practically a complete kitchen in one unit!

Servi-Center* modernizes kitchens. The glamorous new Servi-Center by Youngstown Kitchens combines a new illuminated sink-bowl, handsome cabinets plus easy-to-clean Formica-topped work space with exciting new dashboard panel



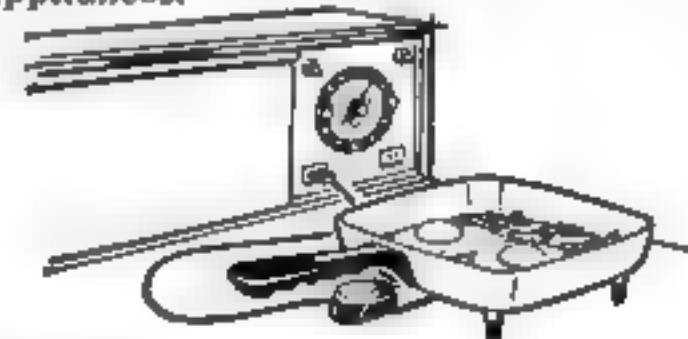
containing clock, timer, electric outlets, tilt-out storage bins and push-button dispensers for detergent and hand lotion. It comes in two sizes: 54 and 42 inches... in White or Sandalwood beige color.

Solves Remodeling Problems. Servi-Center replaces your kitchen sink, saves



you work. Just 44 inches high, it fits under most kitchen windows... teams perfectly with dishwasher and refrigeration units.

Remodelers save on rewiring costs. New Servi-Center's double electric outlets and handy switches (one for optional Food Waste Disposer) center your wiring requirements for new plug-in cooking appliances.



Makes complete apartment kitchen. Servi-Center adds storage, cooking, work space and water supply to rooms needing a compact kitchen unit. Ideal for remodeling your attic into an apartment.

Write for FREE Remodeling Help, New Cook Book, Too. Just send me your name and address. I'll mail you a Kitchen Remodeling Kit, followed by a complete Remodeling Plan custom-made for your kitchen. Enclose 10¢ in coin for the New Servi-Center Cook Book. Address Diana Young, American-Standard, Youngstown Kitchens Div., Salem, Ohio.

*Reg. Applied For



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NOW IN PLASTIC!

Men! The two fastest deodorants in the world!

The speediest spray—the quickest stick
and *both* give you safe, positive all-day protection!

Old Spice Spray Deodorant is the quickest-applying, quickest-drying spray! Bellows-action plastic gives dripless spray that doesn't trickle down your side. Spreads on the skin more rapidly—and it's a fine anti-perspirant; non-irritating, non-sticky, non-staining! By actual test, Old Spice Spray Deodorant dries *twice as fast* as other leading sprays! 1.00 plus tax.

Old Spice Stick Deodorant is built for speed in a new, unbreakable, easy-to-use plastic case! No pushing! No pulling! No foil! No fuse! Just remove the cap and it's *ready*! Applies and dries faster than any roll-on, any cream, any ordinary stick. Your fingers never touch it. And—it's *man-sized* to cover more ground in less time! 1.00 plus tax.

CHOOSE STICK OR SPRAY,
BUT BE SURE YOU CHOOSE REAL SOCIAL SECURITY WITH...

Old Spice by SHULTON



CHILL CHASE CONTINUED



A BAFFLING BRUNETTE, Judy, the girl Ferguson meets after blond Madeleine dies in a fall, daily confounds him by her resemblance to Madeleine.



UP TERRIFYING STAIRS Ferguson goes again in an effort to solve the mystery that in his mind links together the blond Madeleine and brunet Judy.



"SMOOTHEST VODKA I NEVER TASTED!" says Sir Cedric Hardwicke

You might say that *nobody* ever tasted Smirnoff! It has virtually *no* taste—so it never "takes over" in your drinks. You taste only the *other* ingredients. Let nobody tell you all vodkas are the same! It takes smooth, flawless Smirnoff to make the world's driest, subtlest Dry Martini. And no other vodka loses itself so happily, so *completely*, in any fruit juice, mixer or bottled soft drink. For a better Screwdriver, a bullier Bull-Shot, a livelier Bloody Mary, always ask at bars for Smirnoff, the vodka you drink at home. *Just mention our name!*

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ACROSS THE CONTINENT

Four modern voyageurs travel 5,000 miles from Colorado to Maine

When trappers and *voyageurs* roamed the continent from the ocean to the western mountains hundreds of years ago, they went by water, pushing canoes over lakes and rivers which were the most practical paths through the thick forests and trackless plains. As roads were built, Americans forgot how completely the web of waterways covers the country. Here they have a reminder in the trip of four modern-day

voyageurs who canoed from Denver, Colo. to Old Town, Maine, finding water along all but a few miles of the 5,000-mile route.

The trip was the idea of Ed Vestal, 29, an Aspen, Colo. ski instructor, who got three outdoor-loving friends to join his adventure: Bengt Soderstrom, 32, and Jerry Hewey, 27, both ski instructors, and Earl Rickers, 30, a geologist.

On May 1 of last year, hardened by

weeks of canoeing on a local lake, the four pushed off down the South Platte River at Denver. They had two 16-foot canoes and one unbreakable rule: to refuse all motorized assistance. They paddled, poled, sailed, pushed, pulled and carried every inch of the way. At best they did 68 miles a day; at worst, two. Most of the time they camped out, sleeping in jungle hammocks.

Their route (*see map, right*) included 20



BY CANOE

over rivers and lakes

rivers, two of the Great Lakes, two dozen smaller lakes, and 100 miles of portage. It led down the Missouri, up the Mississippi, to Wisconsin and a major portage. After the Great Lakes, they crossed Canada, went down the St. Lawrence River and traveled over to Maine and a last series of portages. Their strenuous six-month, 11-day saga is told on the following pages in pictures taken by the *voyageurs* themselves.

MUSCLING THE CANOE upstream on a shallow stretch of the Namekagon River in Wisconsin, the four *voyageurs* heave the loaded craft against the fast current. Canoes and equipment weighed 400 pounds apiece. Left to right are Bengt Soderstrom, Ed Vestal, Jerry Hewey and Earl Rickers. Rickers is now writing a book on their adventures.





THROUGH A CULVERT Vestal comes crouched low in his canoe. When the South Platte flooded over its banks, canoeists confused irrigation ditch with the main channel, used this way to get back.

ACROSS THE PRAIRIE Rickers and Hewey (how) paddle down South Platte on which they were slowed by farmer's barbed wire fences across channel and water sometimes so low they walked.



RARE RELAXATION was possible on Missouri River which sometimes had 8-mph current. On 90° day Hewey writes in log as canoes, lashed together, drift downstream

A journey through



MEETING THE MISSISSIPPI after 611 miles on Missouri, Soderstrom (stern) and Vestal wave paddles in celebration. Trip down Missouri took 11 days, the 616 miles up the Mississippi took 31.

LOST IN A SLOUGH on Mississippi, Rickers → and Hewey (how) paddle through glassy water hunting for main channel. They followed these slack-water side channels to avoid river current.





the prairie flatlands and then along a great river





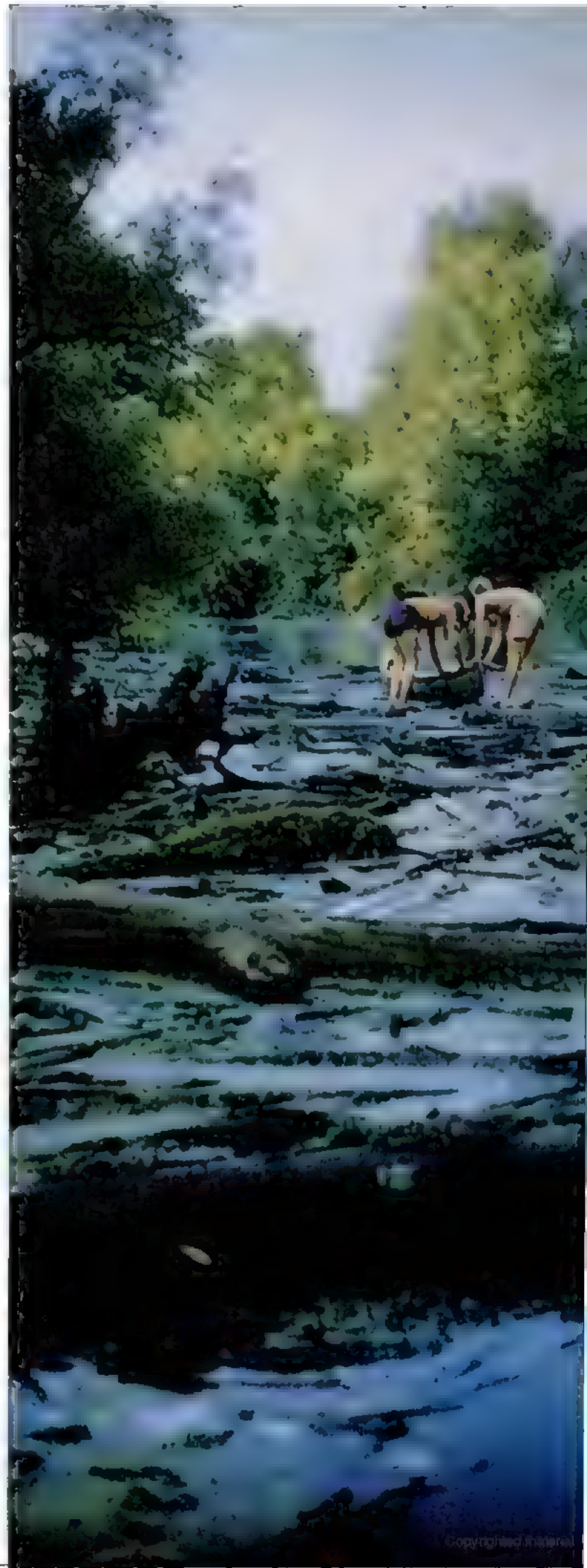
COOLING SHOWER breaks hot June day for Vestal and Hewey (holding canteen) as they sit under a spring on the Illinois bank of the Mississippi.

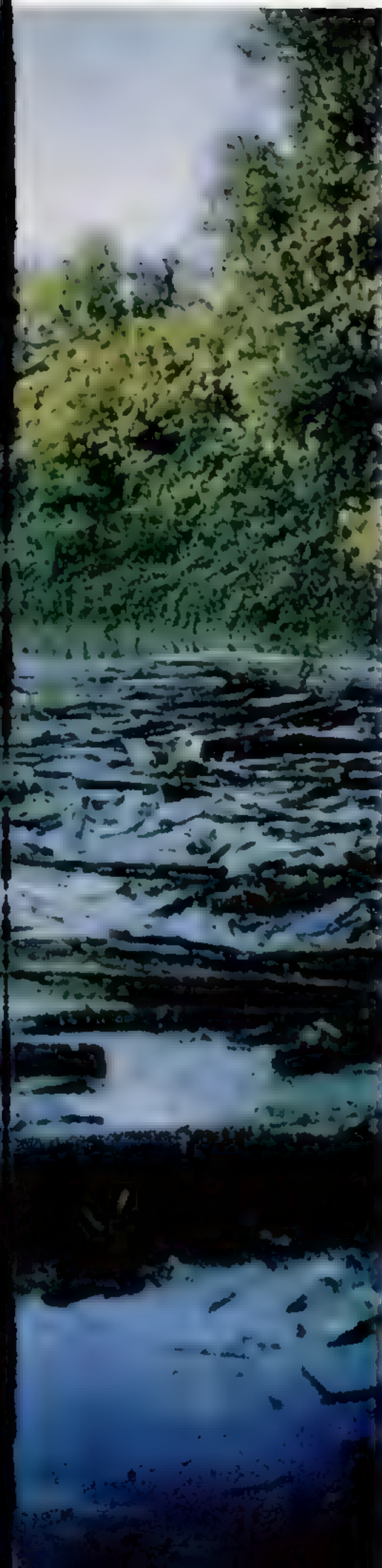
The exhausting struggle crossing a divide

From the Mississippi the *voyageurs* continued upstream into the swift-flowing St. Croix River, and then into the dwindling Namekagon. Twenty miles above Hayward, Wis. the quartet left the Namekagon and began short portages between a series of small lakes. Eventually they found themselves struggling through the dense undergrowth of a swamp (*right, center*) on a tiny stream called the Long Branch. They had passed the divide. Behind them water flowed south down the watershed draining into the Gulf of Mexico. Ahead, the Long Branch flowed east into the White River and down the watershed draining into the St. Lawrence River and the Atlantic Ocean.

The second half of the trip was the most hazardous. The Great Lakes, whipped by wind squalls, became turbulent seas. The swift northern rivers were studded with rapids and waterfalls. Summer had become autumn. In Maine cold rains and fog kept the quartet wet and cold, but they hurried ahead, racing the oncoming winter which could turn waterways to ice.

LOG JAM, one of many encountered on trip, blocks the way through a Mississippi slough, and forces travelers to manhandle their canoe over the logs.





MORNING MISTS rise from the water beside a camp on the Namekagon River. Shallow, rocky

Namekagon was one of trip's toughest sections. Men poled, dragged canoes most of the 75 miles.



ON SWAMP STREAM, called the Long Branch, whose water was so shallow canoes had to be

dragged, men stop for rest. After 5½ miles in day and a half, they gave up, made portage below



ON TOUGH PORTAGE of five miles around swamp on Long Branch, travelers try hauling their

canoe lashed to poles laid across Chicago and North Western Railway tracks. It didn't work



GREAT LAKES STORM on Lake Superior sends waves crashing toward the beach three miles west of Ontonagon, Mich., as Vestal (bow) and Soderstrom

fight to walk the canoe out through the breakers. They had hoped to be able to set the sail, which is furled around mast lying in the bow of the canoe and

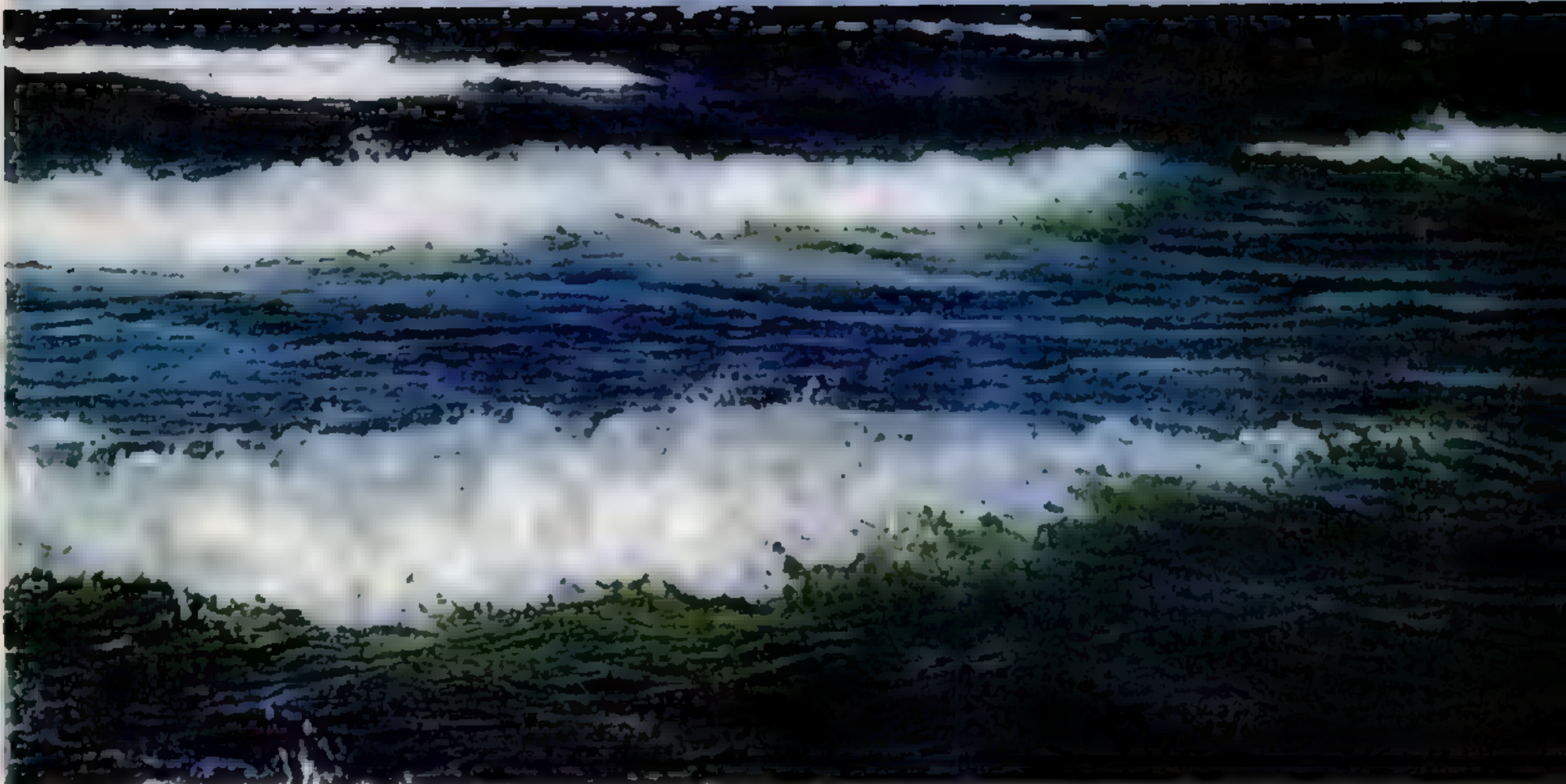


Stormy water on



ARRIVING IN CANADA, they paddle canoe by Sault Ste. Marie, Ontario on Sept. 12. The canoe

TAKING TIME OUT after lunch ashore, Soderstrom doodles in the sand and Ed Vestal writes up his personal diary at an abandoned Coast Guard station on the Michigan shore of Lake Superior



take advantage of the strong wind. But the high waves swamped the canoe, soaked the sailors, and kept them camped on the beach two days waiting for

the storm to lift. Another hardship on the big lakes was the frustration of paddling for hours but making little apparent progress along the endless shoreline,

the Great Lakes



carries its sign because the Old Town company contributed canoes for the voyageurs' expedition.

SAILING IN RAIN across Lake Huron, Rickers wears a rubberized suit, loops line to sail around his paddle. Masts and sails were given voyageurs by man from Wayzata, Minn. they met en route.



On last lap, long portages and racing rapids



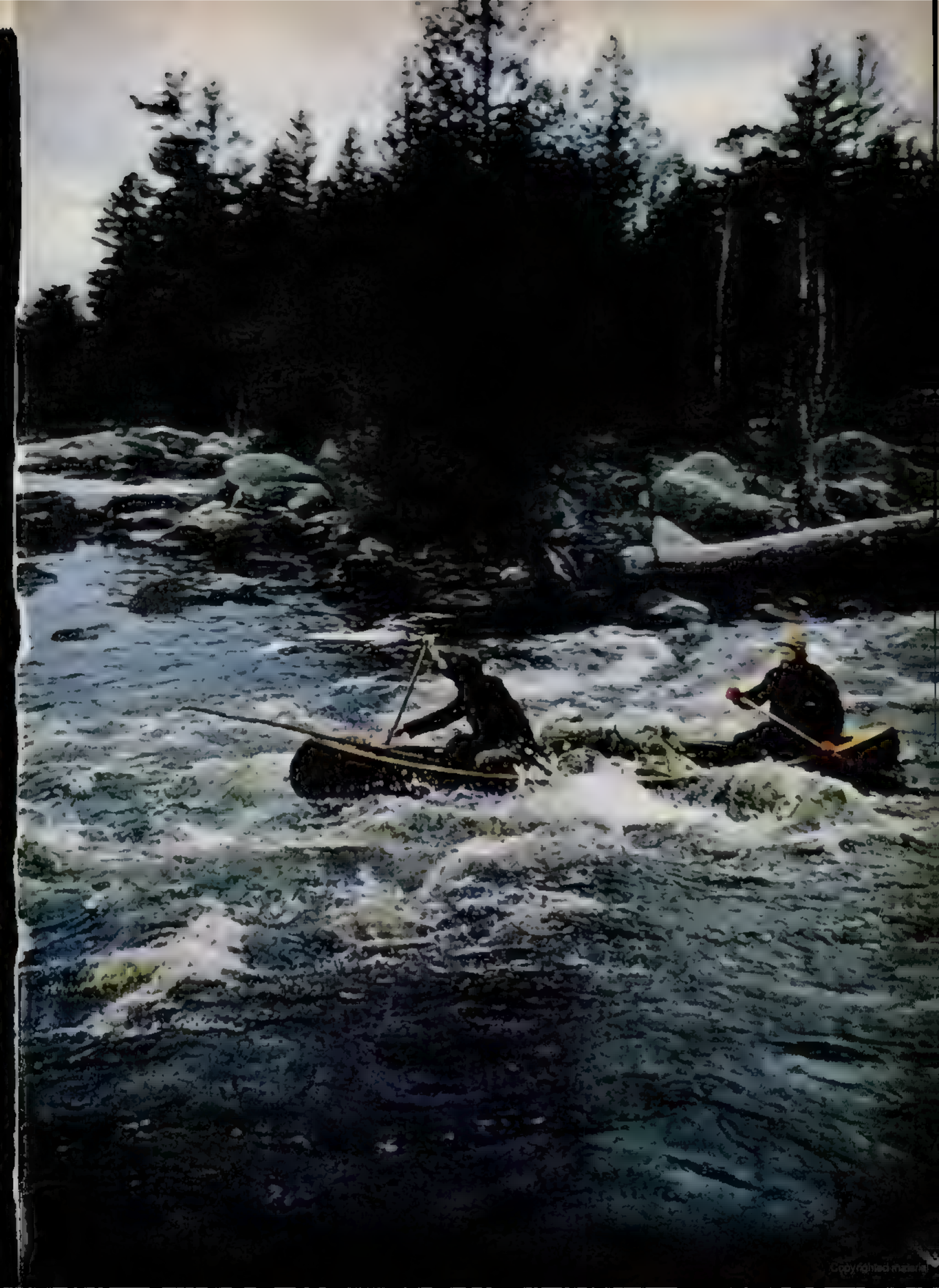
ON PAVED PORTAGE 26 miles long around uncanoeable rivers in southern Quebec, they haul both canoes loaded with equipment on a small-boat


trailer lent by a Quebec timber company president. This was closest voyageurs ever came to using modern mechanical assistance in surmounting obstacles.



AT THEIR GOAL, Old Town, Maine, voyageurs get key to city, also gift of Penobscot Indian war clubs by tribe's head, making them honorary members.

SHOOTING RAPIDS on West Branch of Penobscot River in Maine, Hewey in bow paddles frantically while Rickers steers the canoe around sunken rocks.





What fun
to share ...

SEEMS like every bride this year has a gift for staying slim, trim and lovely. She's all for the modern trend toward lighter, less-filling food and drink. Pepsi-Cola is all for this sensible diet plan.

Today's Pepsi-Cola, reduced in calories, is never heavy, never too sweet. It's the modern, the *light* refreshment. Have a Pepsi. Refresh without filling.

Pepsi-Cola
the *Light* refreshment

TELEVISION

THE TROUBLE WITH BEING ELFRIDA

**Rich but tense, TV champion
can relax only if she loses**

ONE unusual evening this spring Elfrida von Nardroff did not know that Bathsheba was the wife of Uriah the Hittite. If only she had been able to follow that startling lapse by failing to answer the next question too, she would have been through with the television show *Twenty-One*, richer by \$135,000—and thoroughly relaxed for the first time in weeks. But ignorance rarely strikes Elfrida twice, and on the next question she knew very well that Hank Greenberg, Jimmie Foxx, Hack Wilson, Ralph Kiner, Willie Mays, Johnny Mize and Mickey Mantle were the seven other baseball players who had all hit more than 50 home runs in a single season since Babe Ruth hit 60 in 1927. After this dazzling rally Elfrida has gone on to win a quarter of a million dollars, an all-time TV quiz record, which speaks as much for her endurance as for her intelligence.

For 17 consecutive Monday nights this leggy and handsome young woman of 32 has tugged at a scissored forelock, frowned into a high corner of her isolation booth and destroyed all comers, most of them men whose popeyed stammerings belied their impressive intellectual credentials. And as she prettily knocked over questions whose degree of difficulty sometimes seemed to invite public outcry, Elfrida, who quit her good job as a personnel manager to devote full time to being a contestant, showed no signs of stopping. Which was just fine with Producer-Host Jack Barry and the makers of *Geritol*, happily hard-pressed to find bottles enough to keep up with the Elfrida-powered boom in tired blood.

Though it would be hard to guess it from looking at her, perhaps the weariest blood around belongs to Elfrida. She has always wanted the money, of course, and her will to win is clear to the millions who have seen her triumphant smile after a successful round. But it has got more exhausting each week. "The excitement carried me through at first," Elfrida explained. "Now I'm tired most of the time. Every week I want to quit. But then I decide I have to make the most of this chance. There is a sort of accumulated tension. In the early days I used to try and bone up on possible subjects. Now I find it's much more important to figure out ways to forget

CONTINUED



ON TV, ELFRIDA VON NARDROFF PONDERES MUSIC QUESTION (ABOVE) PREPARES (BELOW) TO ANSWER



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Invoices showing your purchase of sufficient stock to cover all coupons redeemed must be shown upon request. Redeem only through our representative or by mailing to Standard Brands Incorporated at one of the addresses listed below. Void if prohibited, taxed or restricted. Your customer must pay any sales tax. Cash value 1/20 of 1 cent. This coupon expires on December 31, 1958.

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LIMIT: ONE TO A CUSTOMER

Elfrida CONTINUED

the whole business." But the only way Elfrida can relax and forget the whole business is by losing (which may have happened by the time this issue appears). As long as the winning goes on, forgetting comes hard.

Reading, for example, has always been one of her favorite outlets for relaxation. In fact, it is the reason she knows all those answers "But I've developed this awful compulsion," she said recently between bouts. "I can't read anything these days without thinking I ought to remember it. Everything gets to be a possible question. I see something about a new ambassador to somewhere or somebody being ousted and I think, 'My God, there's one they'll ask me.'"

To hedge against the ever-threatening category of current events, she naturally keeps up with the news and occasionally checks her atlas to guard against hideous errors like dropping Kabul into Nepal (where Katmandu, of course, should go). She actually relaxed by reading Jack Kerouac's *The Subterraneans*, a few pages at a time in her studio dressing room just before the show, but aside from such informationless excursions, Elfrida cannot bear to read.

Music, too, has been a problem. Hours formerly passed listening to concerts on records or the radio are now haunted by frantic side trips into the vast library of Elfrida's subconscious for the name of the summer residence of the composer's first wife. On the show itself, to guard against imperfections in the soundproofing of her booth, the show's theme is piped into Elfrida's earphones while her opponent is struggling with a question. Music, therefore, has become a symbol of the lonely suspense she feels during the program.

The trials of fame

THEN there are the people. Like any other national celebrity Elfrida is continually accosted on the street by strangers who just want to substantiate their suspicions that she is real. Elfrida is invariably polite. "They're all very nice," she says, "but it's hard to give and give and give to some woman and, just when you think you're through, have her husband walk up and start all over."

The telephone in her ground-floor Brooklyn Heights apartment rings a great deal. And though some calls are welcome ones from good friends, more are from people, formerly the barest nodding acquaintances, whose sudden new ties of affection have developed in direct proportion to Elfrida's success.

From all sides she is harried by advice, some of which, like the financial counsel she has received from former Big Winner Charles Van Doren, is helpful. But other people suggest more dramatic solutions, like getting married and filing jointly to reduce her substantial tax problem. Elfrida rejects such advice with deft good nature, as if it were out of the question even to consider marrying for her own money.

In her quest for relaxation Elfrida has developed a fondness for the movies that amounts almost to disloyalty to the medium which has made her famous. She goes two or three times each week. "After several of those awful tie games with Elaine Wolfe [who matched Elfrida for three weeks before losing] I went to *The Bridge on the River Kwai* and felt much better," she remembers. "But when I'm feeling my most unsocial, I like a nice untaxing double feature, something with a certain pleasant mediocrity. It's quiet and dark in there and the big screen just pulls you in."



IN HER BROOKLYN



BACKYARD, ELFRIDA TAKES TIME OFF FROM PAPER SHE HAS BEEN READING

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HAPPY WINNER after adding another \$10,500 to her earnings, Elfrida celebrates with father, Dr. Robert von Nardroff, her stepmother (right) and friends.

Elfrida CONTINUED

One of Elfrida's greatest sources of relaxation has been getting clothes ready for each program. The producers provide no fashion counsel but merely lay out a few ground rules: "They want something not too frilly, not too sporty, not too tailored, not all black, not all white, not full of big patterns," Elfrida explains. "Within that framework they just want you to look like yourself."

For 17 weeks on the show Elfrida has looked like herself in 15 different outfits. On occasion she has borrowed dresses from her roommate or from other friends. But more often she buys each outfit for the next show, usually waiting until the last day. "I'm very keyed up on Mondays," she says, "and I need to be doing something." With a friend along to check her choice of color and line she spends two or three hours shopping and trying on dresses. Her taste runs from the chemise to the shirtwaist and she usually pays between \$35 and \$70 for a dress.

In the studio Elfrida settles into an almost icy repose, and she is perhaps reassured by the patently terrified reactions of many of the other contestants. "I used to feel the same way myself," she reports. "It's not pleasant in the booth. You can see very little directly out front except the glare of lights and your own reflection in the glass. And you're terribly worried about making a fool of yourself. I remember one nice elderly man who was trembling so when he walked down to Jack Barry's microphone that I really thought he might fall. And I wanted to reach around and hug him and tell him it was all right."

Of her competition Elfrida says, "Most of them are people I'd like anywhere, and I don't think about beating them personally." Then she adds, "But there have been a couple of hostilely confident ones, and I've been delighted to beat them."

Elfrida has always known that sooner or later there would be another and more disastrous Bathsheba. "It happens," she says. "Once I thought I knew an answer. But when I finally figured out what I thought I thought, it was wrong." Barring an unprecedented and unlikely series of ties followed by a calamitous defeat, she will still have most of her winnings intact after being defeated—enough, at least, to insure several long, quiet vacations and a paid-up Ph.D. in psychology at Columbia University. On that happy losing night Elfrida can go out with her friends and family, hoist a champagne cocktail, toast a tension-free future and go home to bed—rich and relaxed.

By **LOUDON WAINWRIGHT**

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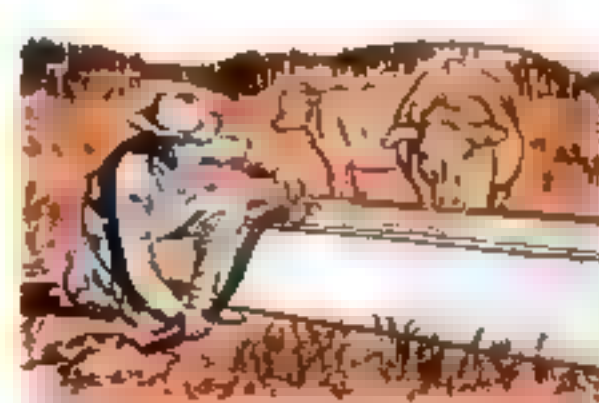
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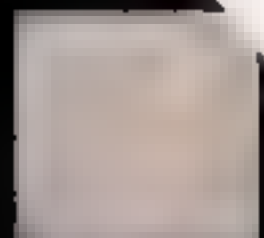
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Puffin on the prowl for prey...



TURN THE PAGE

Get after Athlete's Foot *FAST!*

BEFORE THIS—



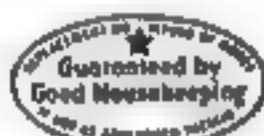
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HOLDING ITS CATCH in its razor-sharp beak, a puffin kills sardine first before swallowing. It can store as many as 28 small fish at a time in its huge beak.

TO a sardine, as the pictures on the preceding pages show, the tufted puffin is a terrifying predator which comes down like a jet-propelled diver after its prey. But seen on the surface the puffin is an awkward, comical bird which bobs about on the waves and pokes its head under every once in a while to see if there is anything down below.

This puffin, which is the size of a duck, lives in the far northern Pacific Ocean, miles from sight of any land. It deserts its watery home only during the spring mating season. Then, having sprouted long yellow head feathers and a bright beak, the flocks swarm over the barren northern islands to court, build their burrows and raise their young. These pictures, taken in a tank at the Tacoma aquarium, give a close-up look at the puffin that few people ever get a chance to see.



RUBBING THEIR BILLS, male and female puffins greet each other affectionately. In courting time, rival males will use beaks to spar with each other.

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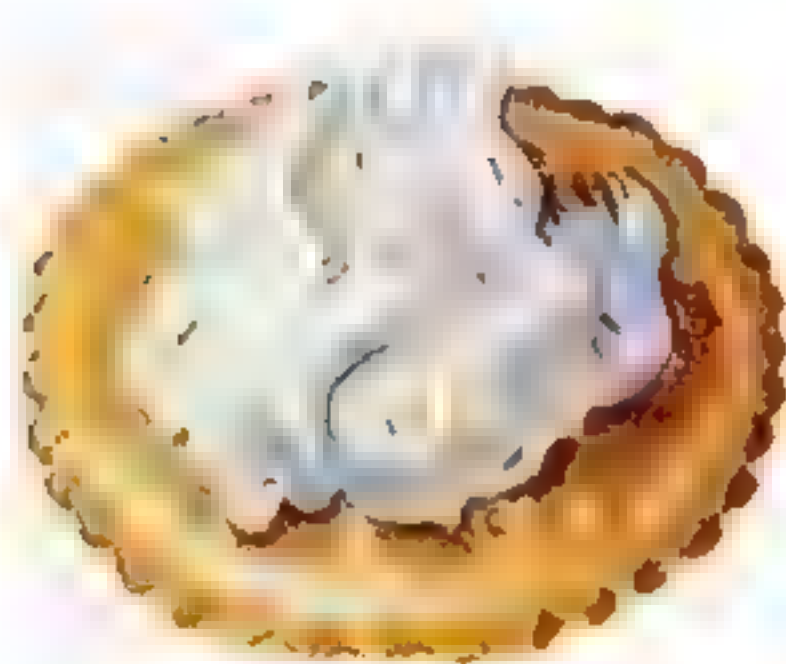


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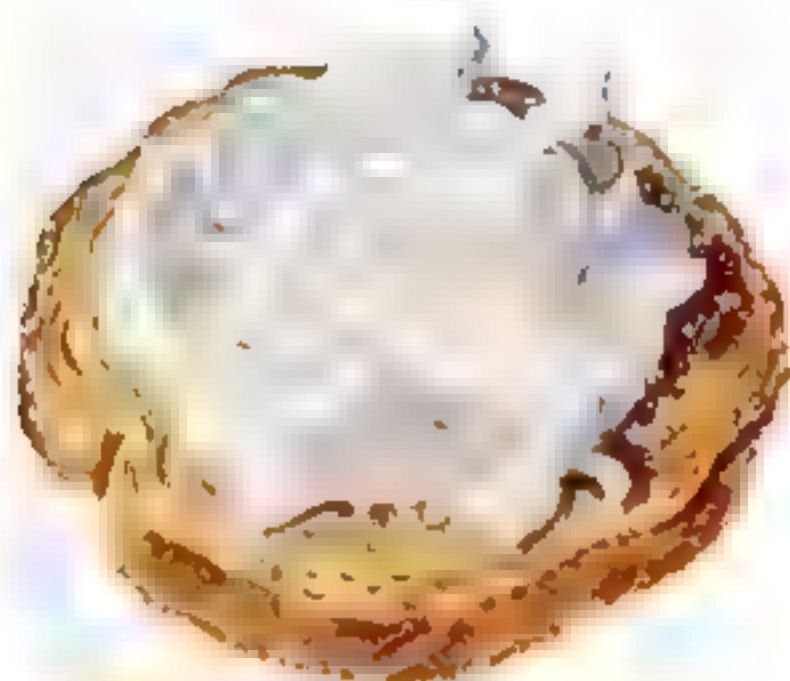
The Rugged Individualist You like hearty flavors and you like to fix your own snacks. You'll find these pasteurized process link-shaped cheese foods are for you. 6 flavors: Garlic, Swiss, Bacon, Nippy*, Smokelle*, and Jalapeño (Pepper).



The Big Game Hunter Like to hunt in your refrigerator for surprises? These 8 pasteurized process cheese spreads in glasses make wonderful finds: Old English*, Pineapple, Bacon, Garlic, Roka*, Olive-Pimento, Relish, Pimento.



The World Traveler A true gourmet . . . you like fine imported and foreign style cheeses. Try these and the many others brought to you by Kraft: Crown Brand Swiss Gruyere, Kraft Blue, Holland Baby Gouda.



The Adventurer Always looking for something different, for that interesting new flavor? Then try these pasteurized Neufchatel cheese spreads in party snack cups. 5 flavors: Clams, Chives, Bacon and Horseradish, Onion Soup, Pimento.

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NEW! Kodak 300 Projector. Shows slides "up and right!" Has exclusive new Kodak Readymatic Changer. \$64.50 (with magazine changer, \$74.50). New 300-watt model with Readymatic, \$74.50 (with magazine changer, \$84.50). Or 10% down.



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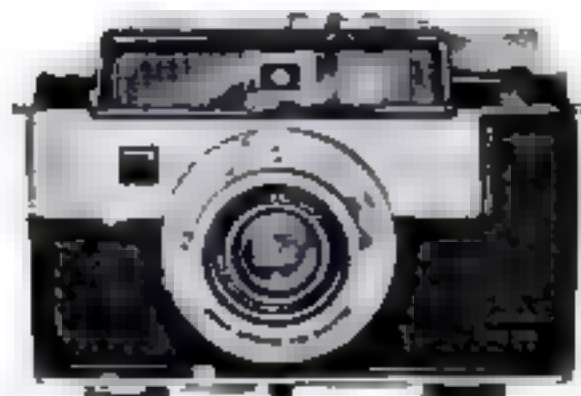
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Golden Years at Hempstead High

'LIFE' PRESENTS ITS OWN SCHOOL YEARBOOK FOR A CLASS OF '58

PHOTOGRAPHED FOR LIFE BY GORDON PARKS

At this time of year more than a million Americans enjoy, for the first and maybe the last time, a place in recorded history. Getting ready for commencement, the country's high school seniors (like the Hempstead High students below and on cover) have with them the lively record of their careers: their high school yearbook. Here are the scenes, the friends, the class characters and classroom tyrants that have made up their lives. Here the student has a chance to set down his words for posterity

("I'll always remember Chem Lab and the class outing") and here he is memorialized for his achievements ("Spanish Club, JV Football, Hall Patrol").

The yearbook at Hempstead High, a 1,650-student school on Long Island, is called *Colonial*. As it comes out, *Life* presents on these pages its own Hempstead yearbook, using pictures it has been taking since last fall and adding the spontaneous words of the seniors to help describe their golden years at Hempstead High.



JURI TOONRE, JIMMY EDWARDS, MARY LOU ALBRIGHT AND LYNDY DRUM TRY GRADUATION GOWNS

CONTINUED



Principal and
most popular girl
WILLIAM D. BEDDOW
JEANETTE DUGGAN



STUDENTS FILE PAST SCHOOL PORTICO ON WAY TO CLASS

Fun and Foibles of the Faculty



Vice Principal
ALFRED WINDT

Over the past four years the seniors at Hempstead, like high school students everywhere, have been making sly remarks about their teachers behind their backs, repeating their nicknames, noting their idiosyncrasies, retelling the old stories, like the time Mr. Zara came to school in a red nightgown. (He did it just to wake up the class!) Now, in the yearbook, they dare to bring this into the open and roar with laughter at their own cleverness, their pleasure undimmed by the fact that the teachers read the same stories year after year. Here are a few of Hempstead's favorite teachers, who are described in italics in their students' own words.



Most talkative girl
JUDY KRUG

"I don't know why they elected me most talkative girl. I don't really talk much, except maybe in class. I guess I must be talking about a teacher to Larry Adamo. He talks a lot too."

Business
LOUIS ZARA

"Mr. Zara's classes were always a riot. He'd do anything to make a point, like when he showed off his waistline to explain what circumference meant. And remember the Christmas cards he sent out at Easter?"





French and Spanish
HELEN IGNELZI

"A typhoon in the classroom. She had a way of looking at you over the tops of those half-glasses which kept you on your toes. And she was a fanatic on irregular verbs!"



Mathematics
ROBERT HAYES

"We called him 'Pop' and he taught us calculus. He beat the daylights out of the blackboard with that yardstick. You could hear his voice three classrooms away."



Science
DANIEL BECKETT

"We'll always remember Mr. Beckett and Mr. Bones, the skeleton he took two years to make. He advised the Student Council and used to come to school on a bicycle."



English
MARY CHURCH

"Mrs. Church helped seniors teach freshmen how to dance. She did a mean Charleston, but she really dug the cha-cha-cha. We even enjoyed her English classes."



YELLS FROM THE BLEACHERS OVER A HEMPSTEAD TOUCHDOWN

The most exciting sports event of the year was the season's last game against Unadilla High. Hempstead won 36 to 6, to become local champions after having lost only a single game all season. Said Football Coach Robert Schuessler:

"It was a great year, specially considering we had only four men from last year. The kids were so tickled at winning that they carried me into the locker room and pushed me under the shower. Wet, but worth it."

CHEERLEADERS CHANT AROUND THE TIGER MASCOT



CAPTAIN "BUTCH" LOPEZ MAKES A DRAMATIC TOUCHDOWN

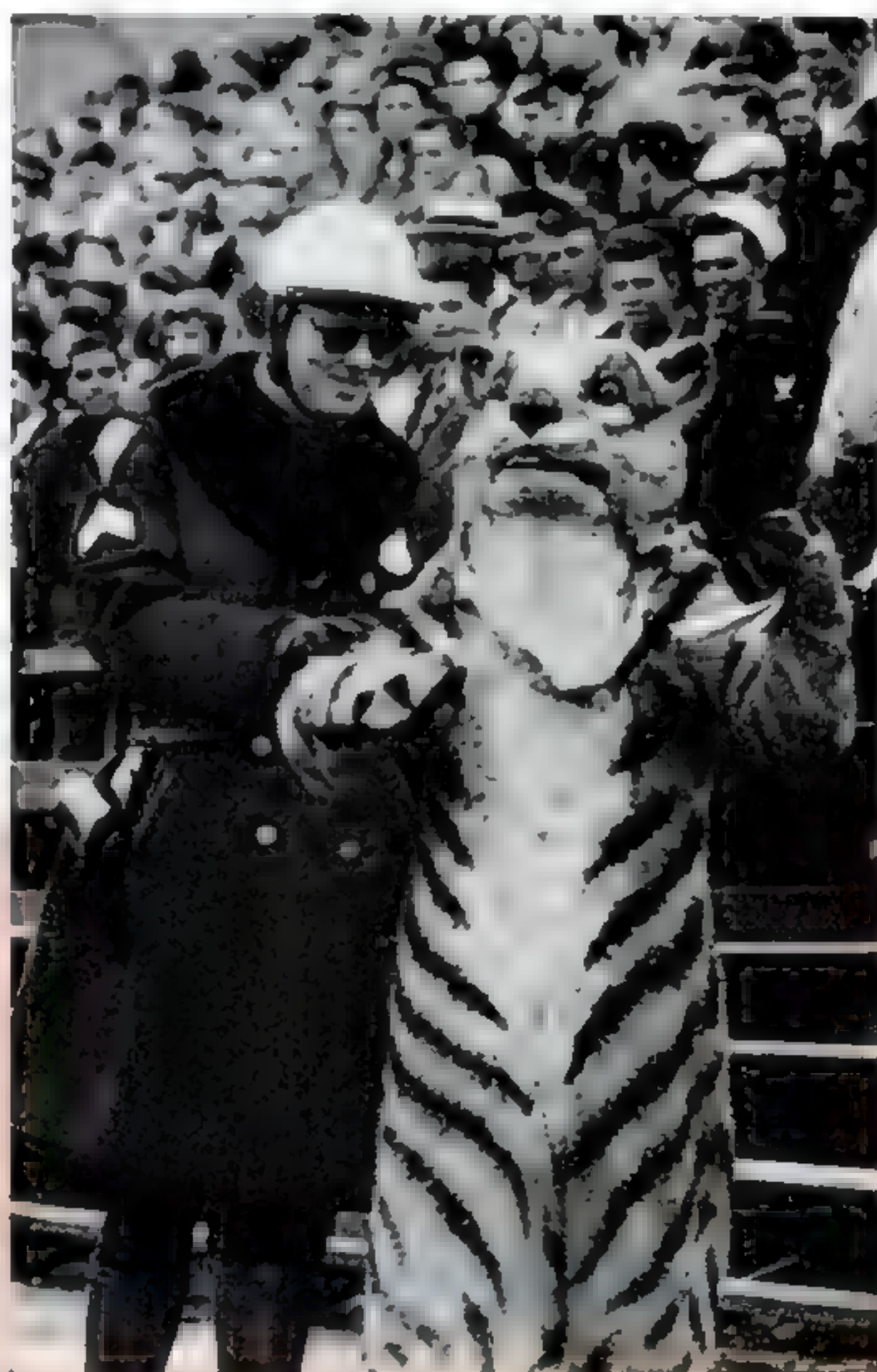




THE SHOW AT HALF-TIME

Hempstead's crack twirling corps parades during the game with Unionsdale High. The corps performed in Yankee Stadium to open the professional football season.

The Day the Team Won the Big Game



SERGEANT DALY AND MASCOT

Police Sergeant Leo J. Daly, a Hempstead alumnus, is a familiar figure around the campus and never misses a game. Here he stands beside the tiger mascot. He says:

"I don't really come here to keep order—I just shoo stray dogs off the field. I love all the kids and they all love me. They gave me an extra big cheer this year when they spotted the fact that I'd made sergeant."



COACH BOB SCHUESSLER



TWIRLER EILEEN SEALE

A Place in the Sun for Everyone

Life outside Hempstead's classrooms is so crowded with extracurricular activities that only a shrinking violet fails to find his yearbook portrait cropping up in the long lineup of clubs and societies. In spring the campus characters take their turn in the spotlight as they cavort in outlandish costumes on traditional Old Clothes Day (left) and prance through rip-snorting election campaigns for next year's class officers (right). But the yearbook is fair to everyone and each gets rewarded for his own specialty, whether it's a sharp brain or a sharp way of dressing (opposite page).



GAIL ZOLL AND LARRY ADAMO



JIMMY GRISMER



GLORIA GRANT



HENRY LACKNER



HEDY BOBROW AND HARRIET HILLS

At Connie's Drugstore, Hedy (left) and Harriet display sacks during Old Clothes Day. Some of the other costumes worn that day are shown at left. Says Harriet:

"This is the last thing in sacks. They make an hourglass figure look like a Mason jar. I come from Kentucky and always wanted to be a hillbilly."

CAMPAIGNER JERRY McANDREWS

During student council election campaign Jerry McAndrews, dressed '20s-style, gestures at poster of her candidate, Linda Sileo, who was elected vice president.

"I'm strictly boop-poop-a-doop. Teachers didn't mind my colored stockings. But they won't allow eye shadow and my vampire hair style. Big deal."



JUDY KENNEDY



Most Happy

BOBBY SHUSTER



Most Likely
to Succeed

BEA PAPPAS



JURI TOOMRE



ALLEN BONNIWELL

Best Dressed



CAROLE NATHAN



Best Student
JIMMY EDWARDS



Best Athlete
BLAND BOOKHARD

SENIORS WITH THE MOSTEST

The students above were chosen in classwide poll. For picture above they posed, carnival-booth style, with cartoons by Senior Walton Zahm who plans to teach art.

Music and the Last Moments



CELESTIAL MUSICIAN SHIELA HAYDEN

At Christmas concert in school auditorium, Shiela posed as an angel in tableau during choral number. *"I suppose they chose me as an angel because I'm so angelic. I wasn't supposed to move, and how my arms ached after the Hallelujah Chorus!"*



HIGH-STEPPER LINDA KUPE AND FRIEND

When High-steppers appeared on Steve Allen show, Linda Kupe (left) met idol Sal Mineo. Said Linda: *"I nearly dropped my baton when I caught sight of him. What was the most memorable event in my year? Oh, brother! This was it!"*



JANET STEWART AT THE GREEK GAMES



DEEP SOUNDS FROM HARRY GREENE

Sophomore Harry Greene plays tuba in finale of Shostakovich symphony in concert rehearsal. Orchestra often gives public performances, says Harry:

"Band and football have been the big things in my life at Hempstead. Nothing like a tuba for keeping your wind in trim for the Saturday game."



ATHENIAN HORSES WITH THEIR CHARIOT

At annual Greek Games the Spartans beat Athenians to the delight of Spartan Janet Stewart (left):

"I've always been a Spartan in the Games. This year I trained the horses, and when we won I was so excited I cried. Not very Spartan, I guess."

LAST WALTZ FOR MARY LOU →

At senior prom, Mary Lou Albright, co-president of ball, dances with Richard Lane of Hofstra College

"Everyone has her favorite memory of Hempstead. Mine will always be the senior prom where I felt like Cinderella in my pumpkin dress."



STEUBENVILLE, OHIO

An industrial community which suffers much from foreign trade

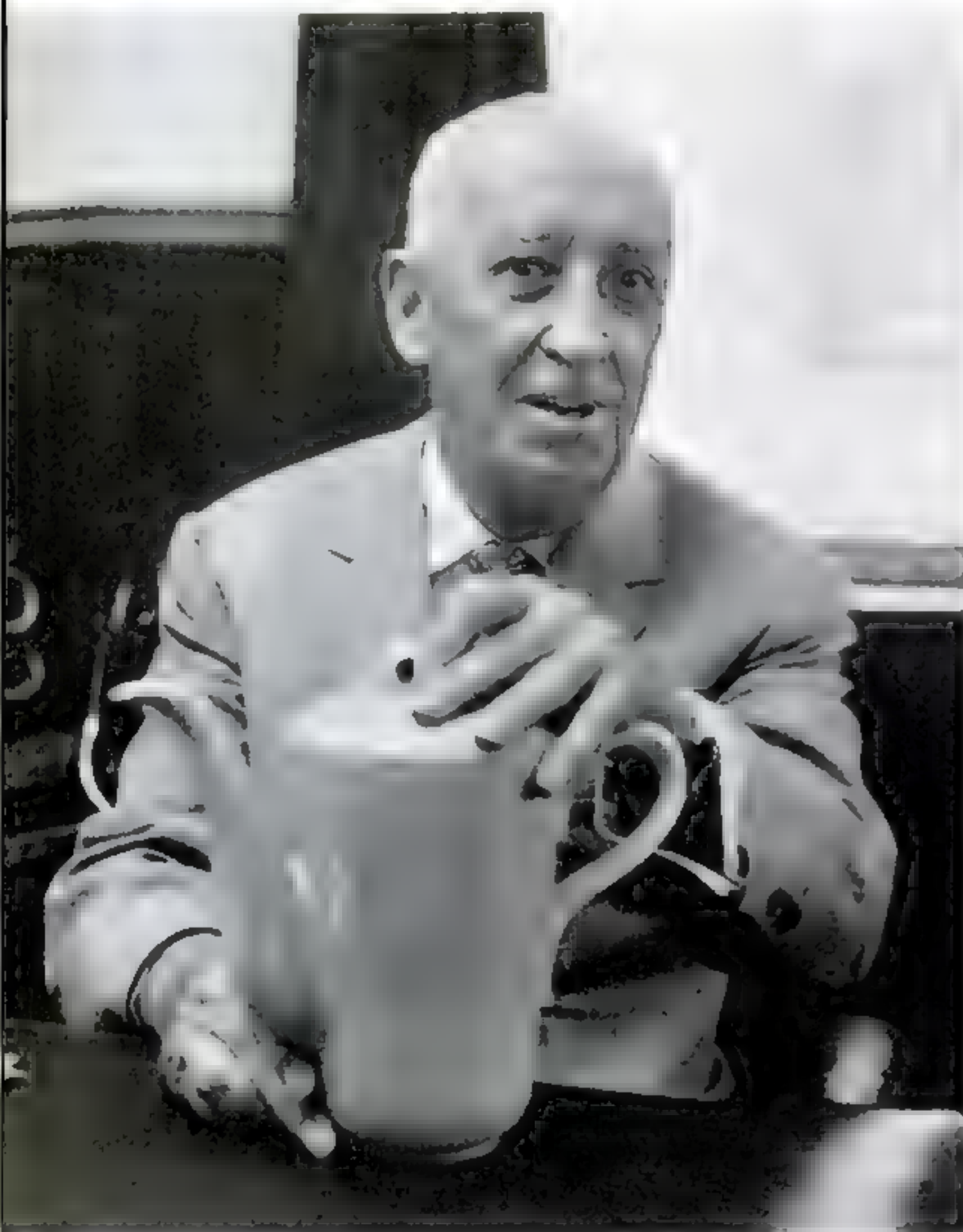


SMOKY FACTORY CITY OF STEUBENVILLE SITS ON A BLUFF OVER OHIO RIVER

THE determined old gentleman had journeyed to Washington from the banks of the upper Ohio River, and he was a picture of controlled fury. As he sat in a witness chair in the House Office Building, facing the members of the House Ways and Means Committee, his face was tense and his hands gripped the witness table. His testimony was bitter. The Eisenhower administration, he said, had repudiated its campaign promises on foreign trade, and innocent workers were suffering. American industry and labor were being "sold down the river by certain underlings of the State Department." Washington officials, to cover up the weakness of their position on foreign trade, were resorting to the "big lie technique."

The angry witness was Joseph M. Wells, general manager of the largest pottery in the U.S., the Homer Laughlin China Company of Newell, W.Va. He was speaking not only for his own company but, as president of the United States Potters Association, for 85% of the U.S. household chinaware industry. The object of his wrath: the reciprocal trade agreements program, one of the most controversial, least understood, most important pieces of legislation on the statute books. A bill renewing it for five years was passed by the House last week and is up for consideration in the Senate.

Reciprocal trade is a subject so complicated that probably not one



POTTERY EXECUTIVE JOSEPH M. WELLS

Japanese competition is forcing some pottery firms to the wall. People say letting in foreign pottery stimulates our economy, but you don't think a Japanese pottery worker is going to buy an American car, do you?



HARDWARE MERCHANT MYRON WYANT

I wish I didn't have to buy foreign stuff, especially with this recession. But German tools cost less and you can hardly tell them from U.S. tools. Maybe we ought to keep them at opposite ends of the counter.

MEETS THE WORLD

finds that it thrives from it even more by ROY ROWAN and GEORGE BOOKMAN

out of 10 Americans accurately understands it. It is also a subject so thorny that the rare person who does understand it, as Mr. Wells does, usually cannot discuss it without passion. Indeed, although it is a matter of no apparent concern to most U.S. voters, reciprocal trade stirs the emotions of congressmen, lobbyists, businessmen and certain trade unions as few other issues do—and for good reason. Few other issues have so tremendous an impact on the U.S. economy, on individual business enterprises and, although he tends to be blissfully unaware of it, on the average American.

In its simplest terms, reciprocal trade means the exchange of goods between nations to their mutual advantage. Under the Trade Agreements Act the U.S. has lowered import taxes on a long list of foreign goods in return for similar treatment from other countries of the free world. But lowering tariffs, while it helps some American industries and benefits the nation as a whole, may hurt other industries by permitting ruinous foreign competition.

And so the battle lines are drawn, and men like Joseph Wells travel to Capitol Hill to lay before Congress their cases for and against reciprocal trade. To the average American the debate sounds very dull, but its outcome will affect him directly. The best way to see how is to examine the impact of foreign trade on one small section of the U.S. No better

section offers itself for examination than Mr. Wells's own area, the valley of the upper Ohio River, a region sometimes called the "Chinaware Capital of the U.S." This is a patch of map 30 miles square, mostly in Ohio but lapping into West Virginia and centering on the small manufacturing city of Steubenville. It is an area whose citizens (*below*) have good reason to be both for and against reciprocal trade.

STEUBENVILLE, OHIO is a drab city, its streets and buildings stained by smoke from the factories that fringe the riverbank below town. Its 36,800 inhabitants are of widely varied extraction—including English, Italian, Irish, German, Welsh and Slavic—and many of them live in rows of faded frame houses that cling to the steep hillside overlooking the town. Between hill and river is a small plateau where Steubenville's business district is compressed into a 4x10-block area.

Until a few months ago when a reform mayor took over city hall, the community was noted for its brawling red-light district, ill-famed for hundreds of miles around. It is also the birthplace of Lincoln's Secretary of War, Edwin M. Stanton, who is memorialized in a grimy 18-foot statue in front of the courthouse. Elsewhere in the business district plaques mark the site of the first settlement, Fort Steuben, built in 1787 and named for a great foreign hero of the Revolutionary War,

page 97/11/88



CAMERA STORE OWNER RALPH NOSSETT

Japanese photographic equipment has knocked a big hole in the U.S. market. The market is for inexpensive Japanese equipment and expensive German stuff. We sold out of German cameras at Christmas last year.



KRESGE MANAGER ROBERT ALDRICH

We sell Japanese pottery even though it competes with pottery made here in Steubenville. But we must have world trade—our purchases abroad make it possible for other countries to buy things in the U.S.



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HARD-TO-SELL POTTERY is surveyed in jammed storeroom of the Homer Laughlin China Co. by Vice President Joseph Wells Jr. Company, biggest in U.S., has been forced by Japanese competition to cut production.

STEUBENVILLE CONTINUED

Prussian drillmaster Baron Frederick William Augustus von Steuben.

The first white settlers in what is now Steubenville were the Western pioneers of their day; beyond them lay little but wilderness. Today Steubenville barely qualifies as part of the Middle West. Located at the eastern border of Ohio only 35 miles from Pittsburgh, it is inextricably locked to the economy of the bustling eastern seaboard. New York is only nine hours away by road, about two hours by plane. Within a 500-mile radius are almost half the nation's population and wealth.

Despite its strong cultural roots abroad, Steubenville has always harbored a suspicion of foreign lands. It is traditionally a high-tariff area. Its representative in Congress, Democrat Wayne L. Hays, is a vigorous opponent of reciprocal trade. His Republican predecessor, Earl Lewis, once campaigned all over the district riding on a truckload of coal festooned with signs saying, "THIS IS A LOAD OF RUSSIAN COAL THAT IS TAKING JOBS AWAY FROM EASTERN COAL MINERS." The device was very effective, notwithstanding the fact that the coal had been imported from no farther away than West Virginia, just across the Ohio River.

Coal has been mined in the Steubenville area for more than 100 years, and it is still an important factor in the region's economy. But coal is not the major industry of Steubenville—nor is pottery. And herein lies the great paradox of the area's tariff tradition. By day Steubenville is besmirched by a rust-colored smoke that could issue from no pottery factory. By night the glare of blast furnaces lights the hillsides. At all hours tugs push long barge tows up the river. Gray mountains of slag scar the countryside, and the valley echoes to the rumble of freight trains hauling away the principal product of the upper Ohio valley.

That product is steel. The fact is that in the Chinaware Capital of the U.S. only a tiny minority of the factory workers are employed by the pottery plants. In the immediate Steubenville area the total is 5%. Almost 80%, on the other hand, are employed by steel companies, most of which are heavy exporters and major beneficiaries of the reciprocal trade act.

THERE is no question that the potteries of the Ohio River valley have been hurt badly by foreign competition. In his testimony before Congress, Joseph Wells spelled out the damage: total shipments down 34% in the last 10 years, dollar sales down 25%, man-hours of production off nearly 50%, combined earnings of U.S. pottery makers, after taxes, down from a 1947 profit of \$4,150,350 to a 1957 loss of \$186,000 for the first six months alone. There is no question, either, where the competition comes from. Since 1950, imports of Japanese chinaware have almost doubled, and imports of Japanese earthenware have increased eightfold. As protection against this flood of competition, the American pottery makers want to see a legal quota imposed on the importation of Japanese pottery.

"The influx of foreign-made products coming into this country, especially from Japan," says the newspaper of the A.F.L.-C.I.O. potters' union, "has forced 11 pottery manufacturers to cease operations over the past five years. Thousands of members of the International Brotherhood of Operative Potters have lost their jobs and many more are faced with the same situation if President Eisenhower is granted his request for a five-year renewal of the reciprocal trade program and authority to cut tariffs by 25%."

Commented Congressman Hays recently: "Reciprocity means you do something for me and I'll do something for you. But from the

CONTINUED



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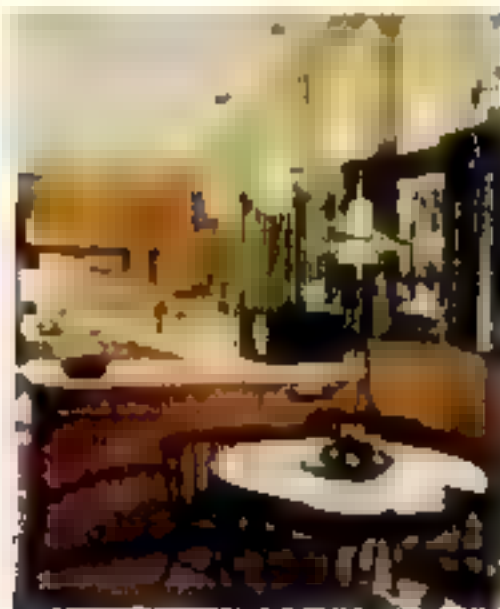
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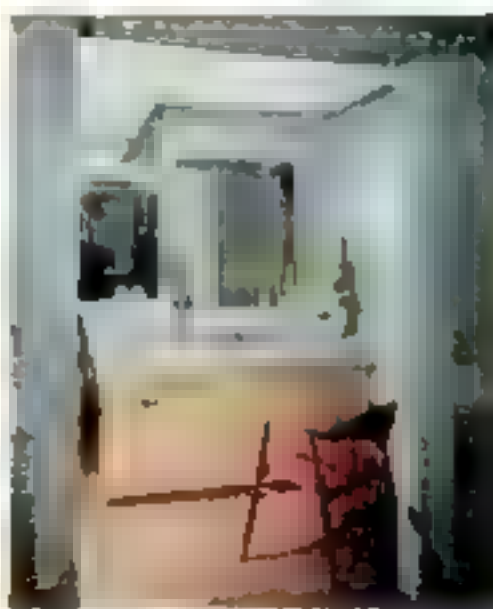


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kitchen—family room



master dressing room



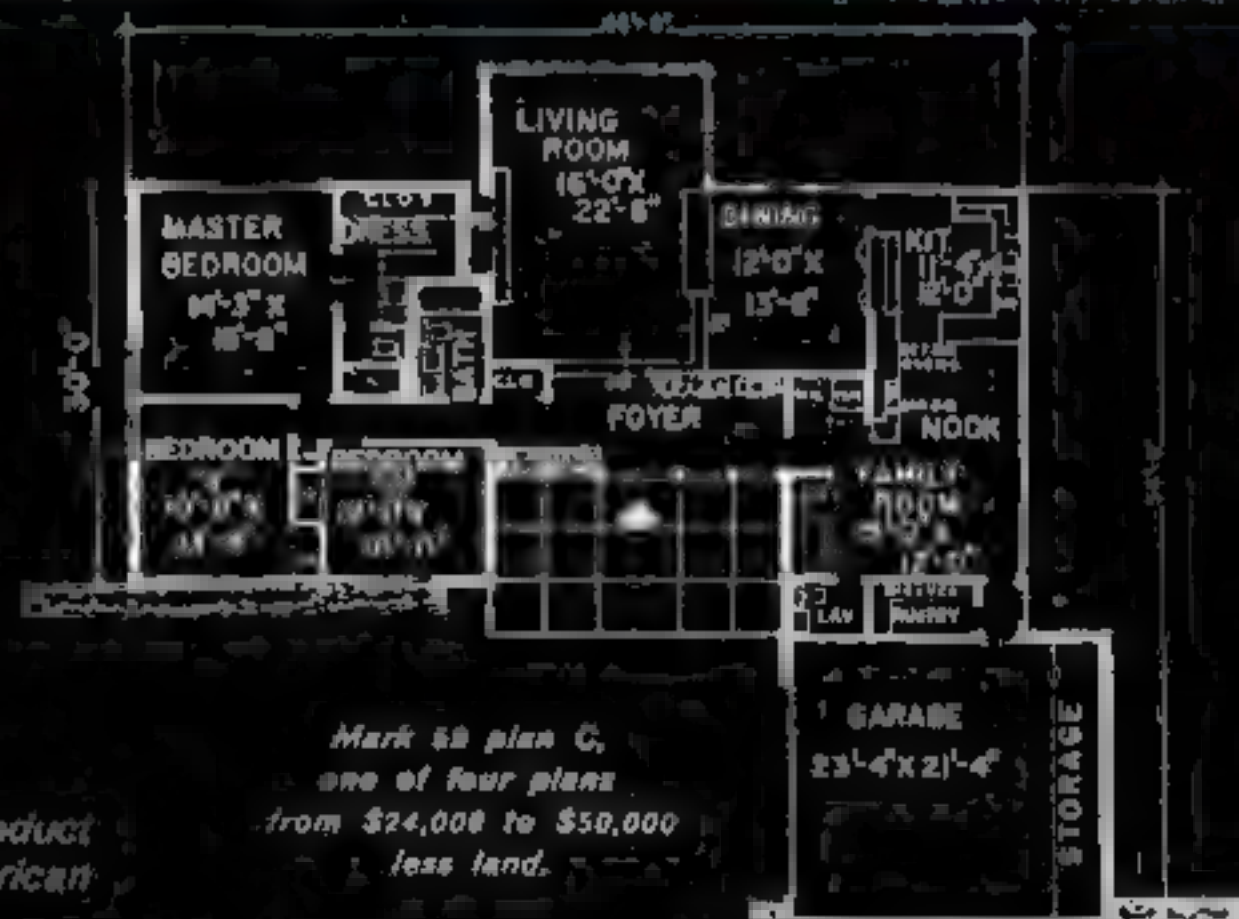
living room

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STEUBENVILLE CONTINUED

way things are going now the Japanese must think we are a bunch of idiots."

A visitor to the potteries in the Steubenville area can sense impending disaster in the half-empty buildings. The Steubenville Pottery Co., which five years ago had 350 workers, now has 133. On the production floor a handful of people work on a trickle of orders. Two elderly women sit in the middle of a nearly deserted floor inspecting cups for defects. An eerie quiet pervades the factory. Up the river the Homer Laughlin China Company has seen its payroll drop from 3,200 to 1,400 in just a few years. At East Liverpool the Hall China Co., which once employed 1,000 people, now has 604—and even these work only part time.

"The Japanese," says Hall China's treasurer, M. W. Thompson, "make a small teapot almost exactly like ours to wholesale for \$3.60 a dozen. The cheapest we can sell ours is \$11.50 a dozen. They pay their labor about 22¢ an hour and we pay union wages, starting at \$1.59 an hour."

Hall China's sprawling workshops are crammed full of excess inventory. "That's not because we're such dumb businessmen," says President John Hall. "We've built up inventory because our people have to have something to eat. Our glazing department, for instance, has only enough work for a day and a half of production a week. How you can raise kids on that I don't know."

Up and down the river, in one pottery after another, the story is the same. "A little over a year ago," says the Homer Laughlin Company's Joseph Wells, "I managed to get an appointment with the Assistant Secretary of Commerce . . . to find out if he had any suggestions that might prevent the pottery industry from going completely down the drain. . . . He said he saw no hope for us at all. . . . His only suggestion was that we get into some other business as quickly as possible!"

Not all the negative thinking about chinaware comes from Washington. The pottery people also have their local critics who feel that the industry is not doing enough to help itself.

"Most of the pottery and glass companies around here are family-owned and have run out of zip," says Emerson Wood, executive manager of the Steubenville Chamber of Commerce. "If you're good and strong to begin with, you don't give a damn where your competition comes from. You meet it where you find it."

The head of the Upper Ohio Valley Development Council, Walter L. Myers Jr., says much the same: "My hope has been that those industries affected by imports would analyze themselves more critically. I know from personal experience that some glass companies are not as progressive as they could be. They could be better mechanized. Their products also could be better merchandised."

When people around the Steubenville area want to show what forward thinking can do even in the hard-pressed pottery industry, they invariably mention the Scio Pottery Co. in the town of that name some 30 miles to the west. It is the most completely mechanized plant in the industry. It pays top wages. It is working around the clock and it is making money.

"We don't have a hand jigger in the place, except to make samples," says the firm's president, Scott Reese. "We have one machine that makes 860 dozen plates an hour."

But despite Scio's prosperity Reese does not see how American potters can continue to compete with Japan. "It used to be four or five months before the Japanese could copy an American pattern," he says. "Now they fly over a sample piece to Japan and in two weeks they've got our identical design on the market here."




During an Army hitch in Japan, Reese's son Dick, a vice president of the company, seized the opportunity to look in on the competition. He discovered the secret of Japan's production. "A pottery factory in Japan," he reported, "may be three or four people in a one-light-bulb hut. But they've got lots of huts."

Japan: competitor and customer

It is an odd fact that Japan is both a main foreign competitor and a main foreign customer of industry in the Steubenville area. It also happens that Japan's total dollar income from pottery sales is almost the same as the estimated amount of dollars she spends for steel products, many of which are produced in the upper Ohio valley. Here is reciprocal trade in microcosm: lowered tariffs enable Japan to make money on pottery which she thereupon spends in the U.S. on steel.

Across a 10¢ toll bridge from Steubenville, in Weirton, W. Va., is the Weirton Steel Co., one of the biggest employers in the valley. A substantial percentage of its output is sold abroad, much of it in the form of second-grade tin plate used by factories in Japan. This plate cannot be marketed in the U.S. because it is scratched and

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BUSY STEEL PLANT. Weirton Steel Co. is located just across the Ohio River from Steubenville and is one of the biggest employers in the entire valley. Company does substantial export business, much of it with Japan.

STEUBENVILLE CONTINUED

otherwise marred. But customers abroad, because of lower wages, can afford to polish out the scratches or cut around the holes.

Not long ago Weirton's John A. Jones, assistant to the manager for industrial relations, traveled through the Far East and watched his company's tin plate being put to use. "I stood by the dockside of the busy seaport of Yokohama," he wrote in the company's employe bulletin, "and saw the familiar Weirton trademark on shining boxes of Weirton Tin Mill products being unloaded from two big transpacific freighters. . . . Ten days later I saw this same black plate and tin plate being fabricated into an interesting variety of products in the plants of Weirton customers in Japan."

Jones added a thought about his firm's export business in general: "This overseas business in 40 countries of the free world is important to every Weirton Steel employe for it helps to provide steady work at good pay."

This thesis can be demonstrated statistically. Last year total exports of U.S. steel mill and rolling mill products totaled \$933 million. That means the industry sold about \$1,447 of steel abroad for every worker it employs. The steel companies with plants in the Ohio valley do not give out complete figures of how much they sell abroad, but U.S. government trade officials estimate that the share of the Steubenville area in total U.S. exports of steel mill products was \$11 million last year. The effect of this sale was widely felt in the Steubenville area. By the estimate of the Development Council's Walter Myers there are about 35,500 people in the upper Ohio valley working for steel companies (and only about 6,600 in the chinaware industry).

Then why the outcry against foreign trade? How does it happen that people who benefit so much from exports have a tradition of opposition to the lowering of tariffs?

Myers feels that it is because exports and their benefits are invisible while imports and their drawbacks are painfully apparent. "People see a lot of Volkswagens on the road," Myers explains, "so they start saying the trouble with the automobile business is all the foreign cars we're letting in. Actually, as everybody in Detroit knows, we export many more cars than we buy abroad. The trouble is, we just don't realize how much we depend on foreign business."

NEVERTHELESS there is a growing awareness in Steubenville of the importance of imports and of foreign trade in general. Sales of imported goods are becoming more and more significant to the city's retailers. And, in a consummate irony, one import widely sold in Steubenville is Japanese pottery. The local Kresge five-and-ten, for example, carries a sizable stock of it.

"I can remember how during the war we went out in the alley one night," says Kresge Manager Bob Aldrich, "and busted up all the Japanese ware with hammers. We had orders to get it off the shelves by morning." Now it is back—along with Royal Stuart china from Britain, bowls from Italy and glassware from Czechoslovakia. "I know the local pottery companies are in bad shape," says Aldrich, "but if we don't buy anything in Japan, how are they going to buy anything from us?"

Ralph Nosselt, a camera store owner, reports that he is selling increasing amounts of Japanese photographic equipment. "Nobody's

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LAVISH LASHES: FASHION'S NEWEST FLUTTER

World's first automatic mascara without turpentine makes debut in Revlon's waterproof 'Roll-On Mascara'

To beauty-seeking American shoppers this week came a dramatic new eye-opener—an ingenious creation uncannily like a magic wand.

Created by Revlon, the news sent eyelashes fluttering from coast to coast. Aptly named 'Roll-On Mascara,' Revlon's newest triumph not only inspires stumpy lashes to make like a movie star's . . . it does it in *waterproof* color. *Automatically*.

Revlon's 'Roll-On Mascara' looks like a golden fluted perfume flacon. Actually, it's a slim spiraled applicator in a cartridge of mascara. Uncapped, the applicator is ready with an exact

amount. *No brush*. Touched to the lashes, mascara *rolls on*—colors, curls and separates them *automatically*. Effect: sensational. Biggest triumph: Revlon chemists happily achieved a *waterproof* mascara without turpentine—no "smart" or odor . . . yet it's even *tearproof*.

Fashion editors previewing the 'Roll-On' flipped with glee; this was *news*. With typical Revlon flair, 'Roll-On' had bowed in with stroke-of-genius colors. Six high-fashion shades: silken black, light brown, dark brown—and haute couture's newest loves—blue, dark blue and green.

YOU CAN TAKE IT WITH YOU. Dainty golden-tone case looks like a fluted perfume flacon, slips into slim evening bag, handy for quick flip at lashes anytime, anywhere. Six high-fashion colors.



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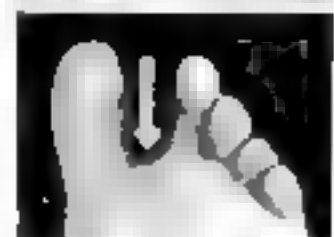
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STEUBENVILLE CONTINUED

going to buy a \$30 or \$40 light meter if they can buy a Japanese model for \$8.45," he says.

Myron Wyant, owner of the Fort Steuben Hardware and Supply Company, frankly dislikes having to carry German tools, but he can sell them at just about half price. "It used to be that we didn't have a foreign-made item in the store," he explains. "Now we're forced to buy these foreign things to stay competitive. With so many people out of work, I hate to do it, but you know, if I don't look at the labels I can't tell the difference."

Andy Miller, a Steubenville lumber dealer, discovered that he had been buying Japanese mahogany panel for a long time without ever realizing it was imported. "The price was the thing I paid attention to," he said. A competitor of his, W. R. Terpenning of the Alexander Lumber Co., says he can sell Philippine or Honduras mahogany in Steubenville cheaper than Idaho clear white pine. But price is not always the deciding factor. Reno Dallas, manager of the Steubenville Plate and Window Glass Co., has been buying large quantities of Belgian mirrors "just because they are fancier."

The evidence is everywhere in Steubenville: imported gourmet foods in a local delicatessen, Japanese brassieres on sale at The Hub department store, German toys in the five-and-ten.

Last year Arthur Kobacker, the young manager of Reiner's department store, made his first trip to Europe and came back surprised at the bargains he found in French handbags and scarves. "The trip started as a vacation but ended up as a purchasing expedition," he said not long ago. "Now I'm planning to make a trip to Europe every year." He looked thoughtful, then added a word about trade and tariffs: "Certainly the Smoot-Hawley Tariff 25 years ago helped bring Hitler to power and that cost a lot of lives. If we adopt a policy of high tariffs now, we can probably throw any number of countries into the arms of the Communists."

There are others in Steubenville who share this view. The city's most prominent businessman is Louis Berkman, president of an industrial supply house and a steel company and owner of a string of radio and television stations. "When there's a shortage, people don't think about tariffs because there aren't enough goods at any price," Berkman says. "But supply is catching up with demand. Now businessmen in the U.S. have to start thinking in terms of one world. That means we can't say, 'I can do something to hurt you, but you can't do anything to hurt me.' Anyway, you know very well you're not going to be able to shut down Europe or Japan."

A few miles southwest of Steubenville the Vanadium Corporation of America is just completing a new plant that will use chrome ore and manganese from Rhodesia and quartz from Canada to manufacture ferrochromium. Sixteen other new industries have sprung up in the upper valley area in the last two years, creating just about as many jobs as are now threatened in the declining pottery industry. While the glass and china makers lick their wounds and seek protective quotas, the rest of the valley hums with expansion.

"We can't make an island out of this place and just try to export without letting anything in," says Editor Joe Michl of the Steubenville *Herald-Star*. "They call this town 'The Workshop of Progress.' And that means we ought to be looking ahead."

The surging tide

IN the valley of the upper Ohio the tide is running strong against the pottery makers. Confronted by an overwhelming weight of statistics, they cite their own need for survival as their chief argument against reciprocal trade. But even in the Pottery Capital of the U.S. fewer and fewer people seem to care.

What does this mean in terms of the nation as a whole? Not even the most ardent advocate of reciprocal trade seriously suggests that the dilemma of the Steubenville potters is a good thing or that a similar fate should be allowed to befall other American industries—especially major industries—which are facing competition from abroad. Fortunately, while the potters' valley may symbolize the national debate over reciprocal trade, the potters' fate is not reflected on a national scale.

Among the industries feeling the squeeze from foreign competition there are some major ones. Opposition to reciprocal trade is focused in an organization called the Nation-wide Committee of Industry, Agriculture and Labor on Import-Export Policy. Its 19 directors include (besides the representative of the U.S. Potters Association) members of such groups as the National Wool Growers Association, the Hardwood Plywood Manufacturers Committee and the American National Cattlemen's Association. Behind these names are compelling statistics from the other side of the fence. The woolen and cotton textile industries, competing with products from Japan, Great Britain and Italy, together employ more than 900,000 people.



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SCHILLING

STEUBENVILLE CONTINUED

The lumber and wood products industries, also facing foreign competition, employ 615,000. U.S. agriculture accounts for the employment of millions more. If entire industries such as these were seriously threatened with disaster from the competition of imports, some major change in U.S. international economic policy would be essential, and few would argue against such a change.

But the fact that an industry belongs to the protectionist Committee on Export-Import Policy may indicate only that the industry stands to lose more from imports than it gains from exports. It does not necessarily mean that the industry is being ruined by foreign competition. U.S. industries in real trouble from imports are those that have had to request tariff protection. There have been 71 such requests acted on by both the Tariff Commission and the President in the last seven years. Of these only 10 were judged to be cases where the competition was so severe as to require relief. The biggest industry involved was the manufacture of watches, employing approximately 20,000 people. The other nine products that won protection were women's fur felt hats, dried figs, alsike clover seed, bicycles, toweling, spring clothespins, thermometers, hatters' fur and safety pins—scarcely a list essential to the U.S. economy.

A few months ago the Committee for Economic Development, an organization of U.S. businessmen, conducted a study of U.S. foreign trade policy and submitted its findings to the House Ways and Means Committee. The chairman of the study group, Thomas D. Cabot, commented in his report that tariff reductions should be made carefully but added: "To proceed cautiously and gradually does not, however, mean to prevent *any* additional competition for domestic producers. . . . The American economy has demonstrated many times in recent years its flexibility and adaptability in adjusting to changes greater than have been occasioned by tariff reduction. Though these adjustments may at times be painful, they are one of the sources of the dynamism of the American economy."

In Steubenville, William Welday, division manager of the Ohio Power Company's local plant, put it more succinctly. "The answer to foreign competition," he said, "is not in a sheltered economic climate. The free world and the friendship of Japan are a damn sight more important to me than protecting a few factories."



THRIVING VALLEY of upper Ohio (shaded area on chart) is shown by Walter Myers of local development group. Despite pottery troubles and recession setback, new industries plus vigorous old ones keep region prosperous.

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FROM IMPS TO ANGELS

In Muncie, Ind., a town designated 29 years ago as "Middletown, an average American community," some latter-day Middletowners were behaving in a thoroughly average manner. Mostly second-graders in St. Lawrence Catholic School, they assembled at the church altar to rehearse for a most important event—their first Communion. There a photographer caught them—scuff-shoed, scarf-coiled, dungareed



MIRACULOUS TRANSFORMATION that took place between Friday (above) and Sunday (below) was accentuated by the change of gear. On Friday, Anne Hart and Mary Elizabeth O'Shea stood out with their flat Sunday bonnets and Steven Pinnick with his cowboy boots (front row, left). On Sunday their



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FOR FIRST COMMUNION

and as irrepressibly full of moxie as only second-graders can be. But on Sunday, with befitting solemnity, all was changed. The dungarees were replaced by trim uniforms, the smiles—or most of them—by cherubic stares. "So far," said Sister Joan Marie, their teacher, a few days later, "they are still behaving like the Sunday picture." But as she said it, her eyes closed and her head lifted slightly toward heaven.



clothes gave them a saintly anonymity. Donald O'Rourke (fifth from right, second row) wore a wide smirk on Friday, but more than made up for it with his pious mouth covering handclasp Sunday. Bruce Trego's toes, which have a habit of turning in whenever he's excited, betrayed him both days.



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FASHION



TALL OR SHORT, legs of any size look longer in black stockings. Youngster wears dancer's tights (Capezio, \$4), black flats and print corduroy jumper over a trapeze dress (Alyssa, \$11). The big girl wears all-in-one shoe-sockings beneath her trapeze suit (Grenelle-Estevéz, \$125) with short swinging skirt.

Back to Black for Leggy Look

Coming up soon as the most eye-stopping fashion for fall is a style usually associated with English nannies and French schoolgirls. Black shoes and stockings are about to move out of this staid set and onto the best-looking legs in town. The black-legged look can be achieved by teaming any opaque black stockings with black shoes. But the most extreme version is

the all-in-one stocking and shoe worn by the grownup above. The stockings, made of heavy stretch nylon, are attached to the shoes, going right over the uppers. Designed by Herbert Levine, they cost \$35 a pair, which would make a run catastrophic. Since the stockings are sturdy, this is unlikely. If it happens, shoe, stocking and all must be sent back for a retread.



BLOWOUT PROTECTION: Nylon cord tires on car at left withstand smashing impacts such as shown here. They give lasting protection against the four major causes of blowout: (1) impact, (2) heat, (3) moisture, (4) flexing. All tire makers use nylon cord in their better tires. For your safety insist on nylon cord tires when buying new tires or a new car.

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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



SOPHIA LOREN, NOT UNNOTICED, TAKES A 20-MINUTE SAUNTER IN NEW YORK'S FINANCIAL DISTRICT. "SO MANY MEN," SHE SAID. "IT MADE ME NERVOUS"

A Neapolitan Maid in Manhattan

SOPHIA LOREN TAKES A LOOK AT THE METROPOLIS AND VICE VERSA

"New York is a city to walk in," said Sophia Loren last week. "You can not feel it without walking." So Miss Loren—who grew up near Naples and had come to New York to continue her immensely lucrative U.S. movie-making career—walked. She tooted it through places for which she had some affinity—Bleecker Street, in the Italian part of Greenwich Village ("It really feels like Italy"); Wall Street, which shares her warm feeling for money; and Coney Island where—the laughter is so marvelous,

At Coney she wouldn't ride on the merry-go-round because she said it was childish, but then got hopelessly trapped in the "barrel of fun." She took a "driver test" that would have been catastrophic if the "test car" had been real. And she loved the plaster dog, stuffed doll and Hawaiian lei she won at Harry's Ball Game. She also loved the Brooklynites' accents, even when they kept calling her "Lowdown, gadgader," mispronouncing the name of another person with whom Sophia is sometimes confused.

MAID IN MANHATTAN CONTINUED

BROADWAY BUSINESS AND BOARDWALK BASEBALL



AT COSTUME FITTING Sophia objects to too low neckline on her polka-dot dress. It was raised



AT DINNER in Italian restaurant. Rocco Salta's Sophia and producer-husband-manager Carlo Ponti,

talk with friend Kirk Douglas and on set use New York as a background for her new Paramount film.



ON THE BOARDWALK at Coney Island, Sophia does poorly at a baseball tossing concession. Harold

Fahn, 20, who didn't know who she was, then taught her the side arm delivery. She tried it and won.



**A REALLY SCARED SOPHIA TRIES
TO GO THROUGH BARREL OF FUN**



A DOUBLE NO-HEADER

Some people can lose their heads without getting upset. Peggy Nitzken (left) was out walking near Crestwood, Ky. with a friend named Marian Koehler. Dropping behind, Marian noticed Peggy looked spooky as she walked with her head bent forward, shoulders hunched up. As Peggy kept hunching and bending, Marian aimed her camera and got this headless hiker. The man above, installing an FM system at the Interstate Industrial Photographers' office in Chicago, poked through a hole in the ceiling to find a wire for a speaker. Photographer George Anderson caught him before he got his head back.



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